ULY 2, 1956

35c PER COPY

BROADCASTING TELECASTING

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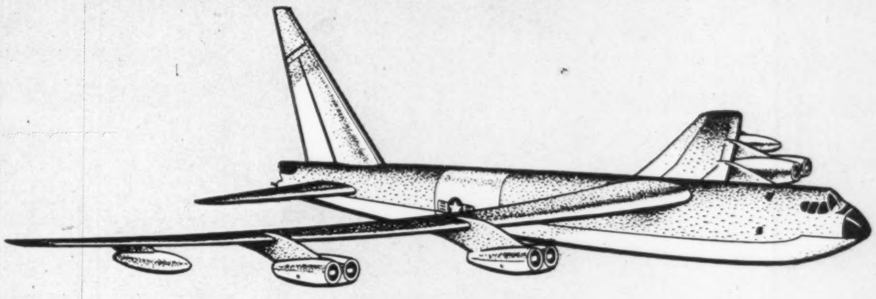
NEWSWEEKLY
ADIO AND TV



WICHITA
is BIG BUSINESS

Soaring ever higher is Wichita's daily retail sales rate...now topping $1,000,000! KTVH dominates this hub of the rich Central Kansas area...a diversified area with income derived from oil, cattle, agriculture, and aircraft industry.

To sell in this thriving Kansas market, buy KTVH with unduplicated CBS-TV coverage.

KTVH
CBS-TV FOR CENTRAL KANSAS

Main office and studios in Hutchinson. Office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager. Represented nationally by H-R Television, Inc.

CHANNEL 12

VHF — 240,000 WATTS

WTVR EXCELS

IN COVERAGE Operating on **CHANNEL 6 WTVR** is the only station in the Richmond area authorized to operate in the **PREFERRED LOW-END OF THE VHF BAND.** No other station in this area can equal **WTVR's WIDE AREA COVERAGE.**

WTVR EXCELS

IN FACILITIES **CHANNEL 6** with **100,000 WATTS** is operated from one of the highest self-supporting antennas in America, **1049 FEET ABOVE SEA LEVEL.** There is no higher elevation in the Richmond area, and only WTVR can assure coverage from its antenna located in the heart of the City of Richmond. WTVR is the only station in this area which has studio facilities in Richmond. In short "The South's First TV Station" is **RICHMOND'S ONLY TV STATION WITH COMPLETE RICHMOND FACILITIES.**

WTVR EXCELS

IN PROGRAMS **WTVR LEADS IN THE LATEST PULSE SURVEY ACROSS THE BOARD.** No station in this area equals it. In one day WTVR produces more local programs, starting at 7 a.m. each day, than all other stations in this area combined. And remember, WTVR programs require no antenna to be received.

WTVR EXCELS

THROUGHOUT THE DAY--IN EVERY WAY

Represented Nationally by Blair Tv, Inc — Affiliated With ABC-TV Network.

KRNT-TV

The Leader....

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

Look at these commanding audience ratings!

KRNT-TV

FULL POWER—FULL COVERAGE

337 FIRSTS
in 462 quarter hours surveyed

KRNT-TV

FULL POWER—FULL COVERAGE

9 of top 10
multi-weekly shows--local news ratings up to 35.4

KRNT-TV

9 of top 10
once-a-week shows

SOURCE: LATEST A·R·B FOR DES MOINES METROPOLITAN AREA

CBS
TELEVISION

**Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!**

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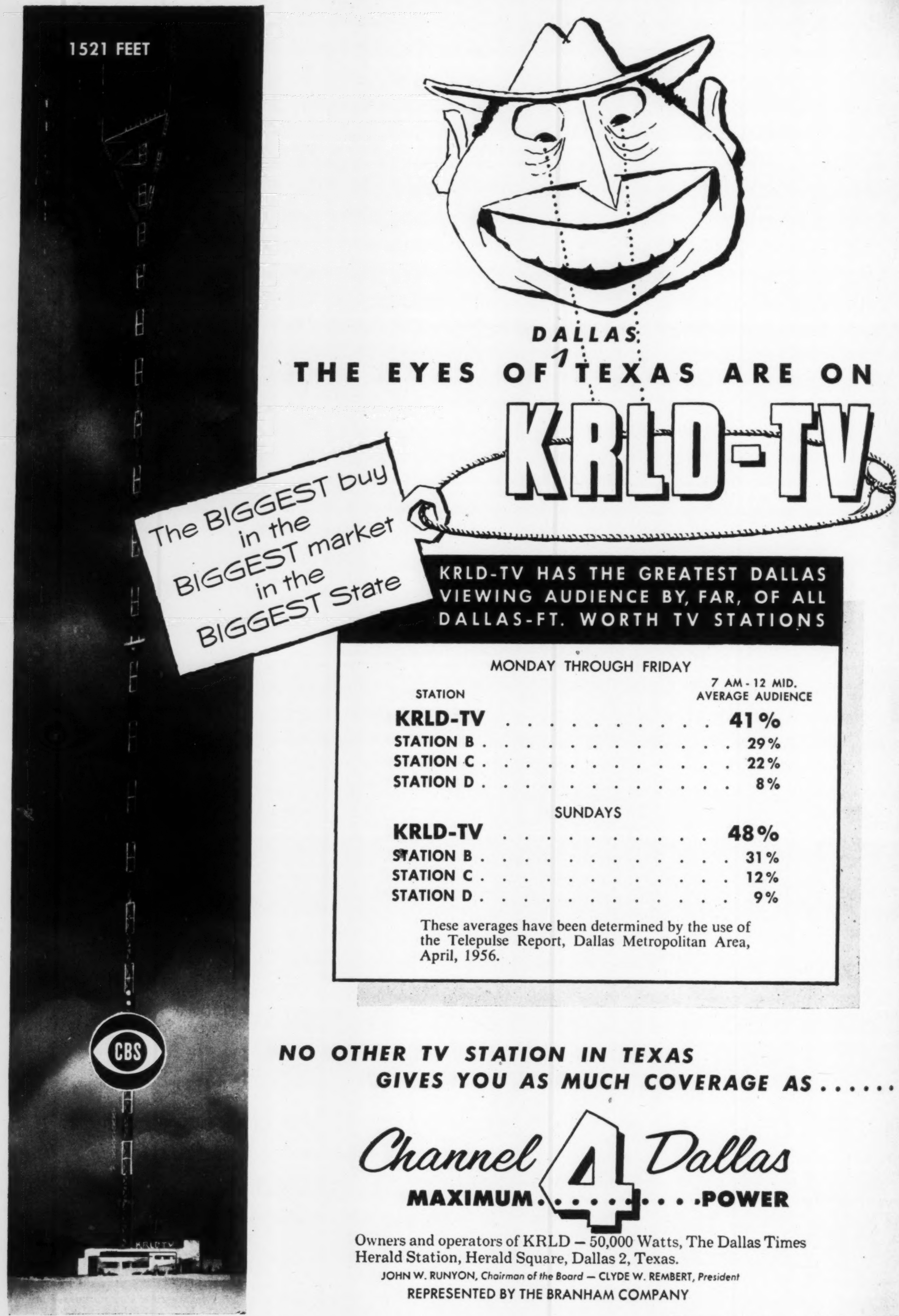

DALLAS
THE EYES OF TEXAS ARE ON

KRLD-TV

The BIGGEST buy
in the
BIGGEST market
in the
BIGGEST State

KRLD-TV HAS THE GREATEST DALLAS VIEWING AUDIENCE BY, FAR, OF ALL DALLAS-FT. WORTH TV STATIONS

MONDAY THROUGH FRIDAY

STATION	7 AM - 12 MID. AVERAGE AUDIENCE
KRLD-TV	**41%**
STATION B	29%
STATION C	22%
STATION D	8%

SUNDAYS

STATION	7 AM - 12 MID. AVERAGE AUDIENCE
KRLD-TV	**48%**
STATION B	31%
STATION C	12%
STATION D	9%

These averages have been determined by the use of the Telepulse Report, Dallas Metropolitan Area, April, 1956.

NO OTHER TV STATION IN TEXAS GIVES YOU AS MUCH COVERAGE AS . . . . . .

Channel 4 Dallas

MAXIMUM . . . . POWER

Owners and operators of KRLD — 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit.

INSIDE SENATE SIDE • Here's inside on Senate Commerce Committee's approach to tv problem: Committee is revising its planned interim report on allocations in light of FCC allocations report last week and hopes for full committee approval of new draft. It would comment on FCC report, praising FCC for finally acting and expressing hope Commission is serious about carrying through its proposals. Comments would indicate approval of some FCC proposals, doubt about others. Senate report would replace planned interim reports by both majority and minority segments of the committee.

B•T

ORIGINAL majority report (before FCC action) had recommended selective deintermixture on broad enough scale to support uhf and removal of 10% federal excise tax on all-channel sets or at least all-channel color sets. Report asked "non-disruptive" deintermixture: (1) keep vhf out of all-uhf markets; (2) hold back vhfs where not granted or not on air in uhf markets; (3) delete single on-air vhfs in uhf markets unless vhf provides only *service for "substantial" number of homes, except for keeping balance between sole service to certain remote areas and multiple service to more people in center of market area; (4) substitute vhf if possible for uhfs in two-vhf markets; (5) try to provide vhfs for areas overshadowed by big-city vhfs and where geographic and physical conditions argue for utilizing advantages of vhf.*

B•T

NEW BRICKER APPROACH • Minority report urged FCC to declare policy to (1) move all tv to uhf in major part of country after finding uhf is technically mature enough to support tv system; (2) find gaps in uhf technology and sponsor crash program to fill them; (3) hold continuing proceedings with comments during move; (4) authorize 5,000 kw for uhfs; (5) grant temporary "stop-gap" deintermixture to strengthen competition; (6) continue granting uhfs and vhf consistent with (5). Report called for 5-8-year transition period and simultaneous uhf-vhf transmission to amortize equipment and sets and use of vhf-only for certain geographical conditions. Plan would turn remaining vhf band over to non-broadcast services. Both majority and minority reports favored giving existing outlets priority at new grants.

B•T

WCAO Baltimore, acquired by Plough Inc. for $590,710 [B•T, March 26], has notified CBS Radio it will cancel affiliation and go independent effective with contract expiration Dec. 6. CBS Radio is negotiating with other Baltimore outlets, it's understood, with likelihood that new affiliation will be announced within next few weeks.

WHERE'S PAT? • With special presentation reported to be one of most ambitious that network ever prepared, Sylvester L. Weaver Jr., NBC chairman of board, last week had series of quiet meetings with top executives of automotive companies in Detroit. Essence of his presentation is that makers of autos and parts cannot hope to put needed push behind sales without extensive use of tv advertising. He's said to have renewed two accounts (A.C. Sparkplugs and United Motors) and to be hot on trail of new business.

B•T

IF AUTO MAKERS don't start jumping on tv bandwagon, they'll have only themselves to blame. They're getting lot of original research these days from tv missionaries trying to rid them of their ages-old newspaper bias, and they're due to get more. In addition to special auto studies revealed last week by TvB and ABC-TV (see stories page 35), NBC-TV is getting ready to break one conducted by Advertest Research and pointing up, like others, dealer preference for tv as means of getting prospects into show rooms.

B•T

NO BACKDOWN • While there's complete silence around NARTB headquarters about proposal of disgruntled group of tv code subscribers to form independent code unit, one thing is certain—association isn't scaring easily. Instead of letting up in announced crackdown against persistent code violators, it's known that code staff is under orders to toughen up its monitoring and station-contact work. Most tv code activity is handled quietly, on person-to-person basis. Some code officials contend publicizing of any station revolt from ethical structure is just what tv needs to convince critics that document is really doing effective job of raising calibre of telecasting.

B•T

HERSHEY Chocolate Corp., which since its founding early in century has never advertised, may change its policy. Both J. Walter Thompson Co. and BBDO reportedly are preparing presentations for Pennsylvania company to cover all media.

B•T

LOOKING IN CHICAGO • Anomalous situation whereby WGN-AM cancels its affiliation with Mutual effective Aug. 31 [B•T, May 7] although it is minority stockholder, has sent Mutual President John B. Poor searching for new affiliate or acquisition of station. It's understood that overtures were made to WJJD Chicago, owned by Plough Inc., for acquisition but was told that station was not for sale. Latest records show WGN Inc. to be 2.16% stockholder in MBS, but it's understood it disposes of that interest to General Teleradio, MBS parent which holds 95.3%, upon disaffiliation.

FINAL two days of hearings by Senate Commerce Committee in probe of tv networks and uhf-vhf won't be held until sometime after July 9. Staff was shooting for that date at Chairman Magnuson's suggestion but ran into conflicting schedules. FCC testimony on its allocations report expected to occupy final day of sessions.

B•T

SLEEPER • Tucked away in FCC's new tv allocation report and order (see full text on perforated pages 91 to 97) is highly significant provision (No. 32) that could mean additional stations for number of markets without departing from engineering standards. It is provision to measure spacings (mileage separations) from transmitter-to-transmitter, instead of main post office-to-post office. Latter is unrealistic since post office locations aren't necessarily in center of cities. T-to-t separations, on other hand, do what FCC originally intended anyway.

B•T

PRESSURE of committee legislative activity has caused Edward Jarrett, chief clerk of Senate Commerce Committee, to reverse his decision to become chief aide to J. Leonard Reinsch in handling of Chicago Democratic convention [B•T, June 18]. Mr. Jarrett originally had agreed to accept appointment, with acquiescence of Chairman Magnuson (D-Wash.), but indications that Congress will remain in session until end of July, forced reversal.

B•T

STILL IN BALL GAME • Commodore E. M. Webster, whose term on FCC ended last Saturday, after nine years as commissioner and 47 years in government service, will retire from government but not from communications. While he will take short vacation, it is expected he will be available for private consultancy at policy level, headquartering in Washington. He is expert in marine, safety-of-life and communications engineering, and during his 30 years in Coast Guard served several tenures as chief communications officer.

B•T

NATIONAL Women's Christian Temperance Union apparently believes there's more than one way to skin cat. Failing to get legislation passed this year to ban liquor advertising on radio-tv and other media, they've asked to testify before Senate Commerce Committee in support of Bricker bill for network regulation.

B•T

GOTHAM BRANCH • Potent sniping at broadcasters, radio and tv alike, by organizations and all sorts of individual interests may bring about long-planned move to open NARTB office in New York. This would be designed to strengthen relations with other media, business associations and advertising pursuits as well as to service large number of inquiries that originate in New York.

TIEM
WEEKLY NEWSMAGAZINE

That's okay, TIME Magazine . . .

. . . you transposed the call letters of Omaha's most-listened-to radio station 6 different times in the June 4th* issue . . .

. . . but Hooper, Pulse and Trendex have it straight:

The call letters of the radio station with the biggest audience all day . . . are K-O-W-H.

Hooper says so to the tune of 44.2% of the audience.

Pulse agrees to the tune of 204 out of 240 first place quarter hours for K-O-W-H.

Trendex chimes in with firsts for K-O-W-H in every time period.

For some good TIME in the right spots, call KOWH General Manager Virgil Sharpe, or the H-R man.

*. . . in a fulsome article featuring the Storz broadcasting formula—for building and keeping audiences.

MID-CONTINENT BROADCASTING COMPANY

"The Storz Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul Represented by Avery-Knodel, Inc.	**KOWH,** Omaha Represented by H-R Reps, Inc.	**WHB,** Kansas City Represented by John Blair & Co.	**WTIX,** New Orleans Represented by Adam J. Young, Jr.	**WQAM*,** Miami Represented by John Blair & Co.

** Transfer subject to FCC approval*

at deadline

NAME BANDS ON WEEKDAY MORNINGS NEW TACK FOR NBC RADIO PROGRAMMING

PLAN for two-hour daily program of live music featuring "name" orchestras was unveiled by NBC Radio Friday as its nomination for successor to morning portion of *Weekday* service, which has been center of controversy since it started last November and which, NBC revealed, will go off air July 27.

Details of new programming, slated for 10 a.m. to 12 noon spot Mondays through Fridays and tentatively titled *NBC Bandstand,* were laid before NBC affiliates executives committee in all-day meeting Friday and will be presented to all NBC Radio affiliates by closed circuit at noon today (Mon.). Network officials said they definitely plan to start *Bandstand* July 30.

It will be sold to advertisers on same basis as *Weekday*—in one-minute, 30-second, and six-second participations—and compensation to stations also will be on *Weekday* basis.

There was some discussion of station compensation during meeting, participants said, but prospects of raising it were linked primarily to whether or not new programming revitalizes advertiser interest. There was no question of raising compensation merely because of CBS Radio's similar action few weeks ago [B•T, June 11, et seq.], authorities reported.

Among name bands being considered for *Bandstand,* NBC said, are those of Dorsey Brothers, Benny Goodman, Guy Lombardo, Freddie Martin, Sammy Kaye, Les Brown, Xavier Cugat, Harry James, Ray Anthony and Louis Armstrong. *Bandstand* idea attributed largely to William R. (Billy) Goodheart, show business veteran who joined NBC in May.

Lester W. Lindow of WFDF Flint, Mich., chairman of affiliates executive committee, reported after meeting that his committee had presented to NBC officials "a wide variety of views and opinions about radio broadcasting which had been received from the individual stations throughout the country. These were received with great interest by the network officials and were discussed and reviewed . . ."

Network delegation was headed by President Robert W. Sarnoff, who stressed commercial success of weekend *Monitor* (after which *Weekday* was patterned), and Board Chairman Sylvester L. (Pat) Weaver Jr. Other participants included Charles R. Denny, vice president for owned stations and spot sales; Al Capstaff, executive producer of *Monitor,* and Kenneth W. Bilby, vice president for public relations.

Executive committeemen are Mr. Lindow; George Harvey, WFLA Tampa, Fla.; William Rines, WCSH Portland, Me.; Ben Larson, KDYL Salt Lake City; George Wagner, KFI Los Angeles; David Baltimore, WBRE Wilkes-Barre, Pa.; Leonard Reinsch, WSB Atlanta, and Harold Hough, WBAP Fort Worth.

May Tv Network Gross Up 21.4% Over 1955's

MAY TV NETWORK gross time sales totaled $40,610,429, gain of 21.4% over May 1955 billings, Publishers Information Bureau reported Friday. For five-month period, January-May, 1956 gross for tv networks was $196,267,677, up 18.6% from gross for same period of last year. PIB's network-by-network comparison of 1956 and 1955 tv network gross time sales follows:

	MAY 1956	1955	% Change
ABC	$ 6,639,132	$ 3,606,427	+84.1
CBS	18,260,894	15,978,680	+14.3
DuM.*	———	273,640	—
NBC	15,710,403	13,591,687	+15.6
Total	$ 40,610,429	$ 33,450,434	+21.4

	JAN.-MAY 1956	1955	% Change
ABC	$ 32,361,238	$ 18,226,301	+77.6
CBS	88,563,636	77,967,657	+13.6
DuM.*	———	2,685,835	—
NBC	75,342,803	66,572,049	+13.2
Total	$196,267,677	$165,451,842	+18.6

*DuMont dropped its network operation in Sept. 1955.

KXXL Sold for $125,000

KXXL Monterey, Calif., sold by Stephen A. Cisler to Pacific Ventures Inc. (among owners: Morton Downey, singer; H. G. Wells, manager, KOLO Reno), Reno, Nev., corporation. Price was $125,000. Transaction is subject to FCC approval. Blackburn-Hamilton Co. handled sale. KXXL operates on 630 kc with 1 kw and is daytime independent. Mr. Cisler recently sold KEAR San Francisco to David Segal, principal in Mid-America Broadcasting Co., for $500,000. Station had been off air temporarily because of tax lien but resumed operations [B•T, June 25].

Crowell-Collier Announces Closing 'American Magazine'

CROWELL-COLLIER Pub Co. announced Friday it will (1) cease publication of *American Magazine* with August issue, and (2) raise advertising rates of *Collier's* and *Woman's Home Companion,* into which *American's* editorial content will be integrated starting with September issues. *Collier's* and *Companion* rates go up 12%, and another 10% will be added to *Collier's* based on rise in guaranteed circulation from 3.7 million to 4 million per issue.

C-C, which retains *American* title "for use in another context in the future," explained decision by saying *American's* basic editorial functions are now "overlapped" by two others. Publisher Paul C. Smith said C-C's "reorientation-refocusing drive is taking us deeply into the television, radio and phonograph record business" but that C-C's "first order of the day" will be to continue publishing national magazines. C-C has bought, subject to FCC approval, KFWB Hollywood, Calif.; KULA-AM-TV Honolulu, and Consolidated Television & Radio Broadcasters Inc. (Harry M. Bitner interests) in Indianapolis, Grand Rapids, Minneapolis and Flint, for total of six radio and four tv stations [B•T, April 30, et seq.]

Seeks Majority Control

FCC Friday was asked to approve transfer of control of KMVI-AM-TV Wailuku, T. H., to J. Walter Cameron, present 41.7% stockholder. Mr. Cameron, local businessman, purchases, subject to FCC approval, 41% of stations held by Maui Pineapple Co., for $30,950. KMVI-TV is on ch. 12 and is satellite of KONA (TV) Honolulu. KMVI is 550 kc, 1 kw.

• BUSINESS BRIEFLY

RADIO IN 165 • Pharmaco Inc. (Feen-a-Mint and Chooz), Kenilworth, N. J., planning radio spot announcement campaign using daytime minutes in about 165 markets, starting Sept. 17. Contract runs from 26 to 34 weeks depending on market. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

TIME FOR HALO • Colgate-Palmolive Co. (Halo shampoo), N. Y., asking for radio and television availabilities starting July 31 to run through end of year. Approximately five to 15 announcements weekly will be used in each market. Nearly 100 radio and 70 television stations will be used for campaign. Carl S. Brown, N. Y., is agency.

NEXT TO MICKEY • Hassenfield Brothers (novelties manufacturer), Central Falls, R. I., buying chain breaks next to *Mickey Mouse Club* on number of ABC-TV stations, to start early in September and run to Christmas. Bo Bernstein, Providence, is agency.

POLITICAL TV • Alliance Tennarotor (rotating antenna for television sets), Alliance, Ohio, considering tv spot announcement campaign to start in August on stations carrying political coverage of conventions and election. Fuller & Smith & Ross, Cleveland, is agency.

CLOTHES BUY • Howard Clothes, N. Y., to use three-week spot saturation campaign on 13 radio stations in New York, Philadelphia, Chicago and Boston, starting July 15. Agency: Peck Adv., N. Y.

CANDIDATE LOOKING • Pennsylvania Democratic Committee, for candidate Joe Clark's U. S. senatorial race, looking for five, ten and fifteen-minute periods in television throughout Pennsylvania, to start Sept. 17 and run through Nov. 5. Group is interested basically in weather and news shows and women's participations in early and mid-evening. Radio and tv spots will also be used. Kastor, Farrell, Chesley & Clifford, N. Y., is agency.

Committee Won't Subpoena N. W. Ayer, 'Post-Dispatch'

NO SUBPOENAS will be issued against N. W. Ayer & Son, Philadelphia, or against *St. Louis Post-Dispatch,* Rep. Clarence Cannon (D-Mo.), chairman of House Appropriations Committee, announced Friday following voluntary appearance of Edward R. Dunning, executive vice president of advertising company. St. Louis newspaper refused to permit editorial writer to voluntarily appear. Committee was seeking information on $100,000 one-shot newspaper campaign by group of private power companies regarding atomic energy development and background on *Post-Dispatch* editorial on same subject.

Earlier in week, Rep. Frank T. Bow (R-Ohio), former WHBC Canton, Ohio, newscaster and general counsel for Cox committee which investigated FCC in early 40s, warned colleagues in House floor speech that committee's action to issue subpoenas was "dangerous and unprecedented." He said he feared committee's action "invaded the freedom of press" and was "political excursion."

THEIR

EXPERIENCE

YOUR

SALES RESULTS

This group of experienced Meredith station executives meet regularly, sharing their ideas, their know-how.

The result, their better broadcasting, better telecasting—and your better sales results.

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Peoria, Springfield, Raleigh Tv Grants Issued by FCC

FCC issued three final tv decisions Friday—granting ch. 8, Peoria, Ill., to WIRL there; ch. 2 Springfield, Ill., to WMAY-TV Inc., and ch. 5 Raleigh, N. C., to WRAL there.

Peoria and Springfield grants forbade construction until outcome of pending deintermixture proceedings in those two cities (see allocations story, page 27).

Grant to WIRL Peoria sustained examiner's decision, was made on preferences given that station for local ownership, civic participation of principals, diversification of business interests of principals, integration of ownership and management and diversification of media of mass communications. WIRL owned by Timothy W. Swain and John H. and Edward J. Altorfer. Losing applicant WMDB Peoria owned by Charles C. Caley, 66⅔%, and John E. Fetzer, 33⅓%, who have other radio and tv interests.

Reversing examiner in grant to WMAY Tv Inc. in Springfield, FCC found it to be preferred on grounds of broadcast experience of owners and integration of ownership and management. WMAY Tv Inc. owned 50% by WMAY that city and 28.5% by Lee Ruwitch (WTVJ [TV] Miami, Fla.). Losing applicant Sangamon Valley Tv Corp. is 40% owned by WTAX Springfield.

Sustaining examiner's initial decision, grant to WRAL in Raleigh was predicated on integration of ownership and management, diversification of business interests of principals and diversification of ownership of media of communications. In latter Commission accepted examiner's reasoning which held that WRAL should be preferred because it would give that station dominant tv station in Raleigh, leaving competitor WPTF with dominant radio station. *Raleigh News & Observer,* dominant printed media, owns 14% of WNAO-AM-FM-TV Raleigh (ch. 28). WRAL is owned by A. J. Fletcher and family.

FAST FASHIONS

IN WHAT was termed "another example of the importance of television as a news medium," Peter Pan Foundations Inc. (bras and girdles), New York, announced it will sponsor *Paris Fashion Preview* on ABC-TV Aug. 29 (3:30-4 p.m. EDT) on same day that news of new Paris fall-winter fashions are carried in newspapers and magazines. Agency is Ben Sackheim, New York.

Peter Pan spokesman added that Peter Pan sponsorship marks first use of network tv on major scale. He estimated that cost of filming fashions, plus expenditures for time and talent, would run to about $100,000.

PEOPLE

ELDON E. SMITH, vice president, Young & Rubicam, appointed manager of Chicago office. He has been manager of merchandising department and member of agency's plans board in New York since 1953.

JOHN BROOKMAN, former vice president and manager of Ruthrauff & Ryan's Toronto office (recently closed), to BBDO, same city, as senior account executive.

NORMAN BAER, director of radio and television, Hilton & Riggio, N. Y., to Lewin, Williams & Saylor Inc. in same capacity.

W. SCOTT LEONARD, formerly vice president and account supervisor at Young & Rubicam, Chicago, and with agency past eight years, to J. Walter Thompson Co., same city, as account representative effective today (Mon.), **ROBERT D. DOHN,** formerly art director at Foote, Cone & Belding, Chicago, to Thompson in similar capacity, and **BETTY STUART SMITH,** director of radio-tv publicity for all agency accounts in New York, transferred to Thompson in Chicago as copywriter on Kraft Foods account.

MILTON PICKMAN, production assistant to Jerry Wald at Columbia Pictures, Hollywood, appointed vice president in charge of programming for Briskin Productions Inc., Hollywood, which supervises production for Screen Gems Inc., tv film production and distribution subsidiary of Columbia Pictures.

ROBERT H. HARTER appointed sales manager of Central Broadcasting Co. (WHO-AM-TV Des Moines, Iowa).

JAMES T. WELLS JR., formerly copy supervisor on RCA-Victor records and other accounts at Grey Adv. Agency, N. Y., to copy staff of Needham, Louis & Brorby, same city.

AAAA Names Top Officers For 1956 Committee Duties

APPOINTMENT of chairmen and vice chairmen of six committees and nine standing committees to serve for year ending next May 31 announced by American Assn. of Advertising Agencies' board include renaming of Frank G. Silvernail of BBDO, N. Y., as chairman, and Jane Daly of Earle Ludgin, Chicago, as vice chairman of broadcast media unit. Also renamed: John F. Devine of J. Walter Thompson Co., N. Y., as chairman, and C. Burt Oliver of Foote, Cone & Belding, Hollywood, as vice chairman of television and radio administration committee. Both broadcast media and tv-radio administration are standing committees.

Named to six committees from among AAAA directors-at-large were these chairmen and vice chairmen:

Advertiser relations: chairman, Harry Harding of Young & Rubicam, N. Y.; vice chairman, William A. Marsteller (reappointment) of Marsteller, Rickard, Gebhardt & Reed, Chicago; agency administration: chairman, Bryan Houston of Bryan Houston, N. Y.; vice chairman, Larry Wherry of Wherry, Baker & Tilden, Chicago; agency personnel: chairman, Joseph H. Epstein (reappointment) of Fitzgerald Adv., New Orleans; vice chairman, Henry C. Flower Jr. of J. Walter Thompson Co., N. Y.; government, public and educator relations: chairman, Robert M. Ganger (reappointment) of D'Arcy Adv., N. Y.; vice chairman, Otto Kleppner of Kleppner Co., N. Y.; improvement of advertising content: chairman, Arthur E. Tatham (reappointment) of Tatham-Laird, Chicago; vice chairman, Edwin Cox (reappointment) of Kenyon & Eckhardt, N. Y.; media relations: chairman, Emerson Foote of McCann-Erickson, N. Y.; vice chairman, Peter G. Levathes (reappointment) of Young & Rubicam, N. Y.

Designated to other seven standing committees were following:

Business publications: chairman, C. E. Livingston of Ketchum, MacLeod & Grove, Pittsburgh; vice chairman, Fred Wittner of Fred Wittner Adv., N. Y.; international advertising: chairman, Vincent Tutching of McCann-Erickson, N. Y.; vice chairman, W. A. Weaver of Griswold-Eshleman Co., Cleveland; magazines and farm papers: chairman, William E. Steers (reappointment) of Doherty, Clifford, Steers & Shenfield, N. Y.; vice chairman, E. W. Froelich (reappointment) of MacManus, John & Adams, Bloomfield Hills, Mich.; mechanical production: chairman, Erwin A. Miessler (reappointment) of Needham, Louis & Brorby, Chicago; vice chairman, Milton J. Sutter (reappointment) of Cunningham & Walsh, N. Y.; newspapers: chairman, Daniel M. Gordon of Ruthrauff & Ryan, N. Y.; vice chairman, Robert F. Hussey of Foote, Cone & Belding, Chicago; outdoor and transportation advertising: chairman, J. J. Hartigan (reappointment) of Campbell-Ewald Co., Detroit; vice chairman, W. F. MacDonald (reappointment) of Kudner Agency, N. Y.; research: chairman, D. E. Robinson (reappointment) of C. J. LaRoche & Co., N. Y.; vice chairman, Edward Battey (reappointment) of Compton Adv., N. Y.

Hauser Seeks Eureka Ch. 13

APPLICATION for ch. 13 at Eureka, Calif. (with studio at Humboldt), filed with FCC Friday by Carroll R. Hauser, owner of KHUM Eureka and 45%-owner of KVEN Ventura, Calif.

Poller Would Buy WOPT (TV) As Subscription Tv Station

APPLICATION to purchase ch. 44 WOPT (TV) Chicago, provided FCC will allow station to be operated on parttime subscription-tv basis, was filed with Commission Friday by Lou Poller, who early last month asked FCC to authorize pay-tv operation for his ch. 25 WCAN-TV Milwaukee [B•T, June 18].

Purchase of WOPT from WOPA Inc., entailed no cash and did not involve WOPA-AM-FM. If FCC approves purchase (this assumes approval of pay-tv plan), Poller firm (Tv Exhibitors of America) would issue WOPA Inc. 7½% of non-voting, Class B stock in WOPT, according to application.

Proposed Chicago fee-tv operation would be similar to that envisioned for Milwaukee with 25% paid, 75% normal operation.

Right Once, Sindlinger Again Predicts Sunday Duel

SUBSTANTIATING prediction of Sindlinger & Co. that Steve Allen's first telecast opposite Ed Sullivan (June 24) would fail to attract half as many viewers as Sullivan [B•T, June 25], Sindlinger interviewers early last week found actual viewing in ratio of 67.8% for Sullivan to 32.2% for Allen. Pulse rated Sullivan 35.3, Allen 15.1; Trendex, Sullivan 24.6, Allen 13.3. Sindlinger Thursday estimated that Allen's second telecast (yesterday), would reduce audience ratio to three-to-two, 59.4% or 42,025,000 viewers for Sullivan, 40.6% or 28,766,000 for Allen.

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*Reg. U. S. Patent Office

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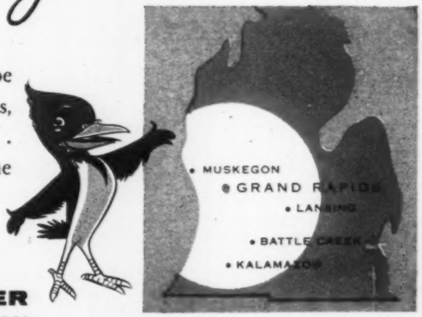
WOODLAND-TV *is* **BIG** *territory!*

Here's the business end of a high-powered motoring market you may be missing . . . currently wheeling along at the rate of $514-million for gas, oil and automotive products. Western Michigan motorists are YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station . . . the country's 18th television market. Ask us to tell you more!



WOOD-TV **WOODLAND CENTER**
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

The sun—the water—and the world's most beautiful beaches still remain the Miami Area's greatest commodity, and the Great American Tourist, its leading customer. Present hotels showed an average season occupancy of 93.3%, and some $40 million will be invested this year in new tourist facilities. Summer vacations are establishing remarkable new records. One airline experienced an 85% increase between April 15 and June 1 in package-vacation tours alone, while another predicts a 40% increase in all Miami trips during balance of summer. Railroads and bus lines are scheduling special trains and trips to carry greatly increased summer loads, greatest in Miami's history.

The beautiful Miami skyline is familiar to most of the nation, but behind this lovely scene is an important industrial boom. The county now ranks first in Florida in industrial production, and a total of some $316 million in new projects (cement plants, aircraft industries, etc.) will solidify that position.

While Florida's farm economy has been somewhat obscured by vacationland and industrial publicity, agriculture is an area of vast importance. The cattle industry ranks second in the nation, and the economic value to Dade County (Miami) of all farming interests is in excess of $75 million per year.

Deep channel port facilities bring ocean vessels (and voyagers) virtually to the center of Miami's downtown area, and cruise ships add their facilities to a greatly expanded transportation system.

The University of Miami, possibly the nation's most modern, is Florida's largest with an enrollment of 11,077. The recent establishment of the state's first medical school at the University has provided added prestige.

114 MOVED IN TODAY

Every day is "moving-in" day in Greater Miami. 42,000 new permanent residents in *each of the past five years* have stimulated phenomenal residential construction, and new-record tourist seasons keep hotel-motel construction at an equally high peak.

1956 public school enrollment increased 12.2% over 1955 and a $34 million bond issue will provide over 1,000 additional classrooms for next year's crop of youngsters.

Greater Miami is enjoying an increased earning power generated by 249,000 non-agricultural jobs, while all-important retail sales moved up to a new level of over a billion dollars in '55 (a gain of 15.2% over 1954 against a national gain for the same periods of only 9.3%). "Effective Buying Income" is measured at over $1¼ billion by Sales Management Magazine ($6,047 per family) in a population area of 744,000 as of January 1, 1956.

Federal Reserve "Bank Debits," a reliable business yardstick, soared to a new high of over $6¼ billion in '55, a healthy 22.8% increase over '54 — *and a remarkable 265% over* '45.

Serving this booming Florida market are two Storer Broadcasting Company stations: WGBS, a 50 kw CBS Network (radio) affiliate, and WGBS-TV. Both stations are enjoying new peaks in audiences and the widest coverage in their respective fields. A strong merchandising service keeps pace with the rapidly expanding retail store development. Like all Storer stations, program policies of both WGBS and WGBS-TV make them "local stations," while maximum power guarantees best reception throughout the entire Greater Miami area.

STORER BROADCASTING COMPANY

WSPD	**WJW**	**WJBK**	**WAGA**	**WBRC**	**WWVA**	**WGBS**
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Georgia	Birmingham, Alabama	Wheeling, W. Virginia	Miami, Florida
WSPD-TV	**WJW-TV**	**WJBK-TV**	**WAGA-TV**	**WBRC-TV**	**KPTV**	**WGBS-TV**
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Georgia	Birmingham, Alabama	Portland, Oregon	Miami, Florida

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BOB WOOD—national sales manager
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GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

CAPITAL TYPES #31

THE HORSEWOMAN

Noted for her firm seat and fixed grin; hates animals and high places but grew up with the motto "Never Say Die" on her bedroom wall. Proud of the Giddings-Robsjohn family tradition. Friends call her "Yoicks," refer to her intimates as "stablemates." Fond of down cushions and Chanel #5. Passionate about needlepoint, has drawer full of antimacassars crocheted in secret.

But Washington advertisers are keeping no secrets when they advertise on WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

HAPPY BIRTHDAY

THOSE GREMLINS who played such a big part in last season's "Alice in Wonderland" *(Hallmark Hall of Fame)* were back again last Monday night, stealing the show from the cast of "Happy Birthday" with such electronic effects as oscillating furniture, translucent liquor bottles, gurgling sound-effects, superimposed glassware and whatever else NBC-TV's sleight o' hands boys could muster in the way of distractions. It was like taking candy from a baby, considering that the storyline of Anita Loos' play is and always has been incredibly complex and downright silly most of the time.

If the play wasn't "the thing," it probably was the idea of bringing to tv this Decameron night in a Newark tavern. The decision to do it must have been somewhat hard for the network and agency, beseiged as they are, by two opposing audience factions: the one demanding more sophisticated, mature tv; the other calling for more "wholesome American family entertainment."

Though the attractive Betty Field was handicapped by too-appealing looks and clothes to be a prissy old maid, she still managed to impress us as a frustrated dumpling having the time of her life on, under or astride the bar. Her performance was satisfactorily complemented by the colorcasting and the work of her supporting cast, notably, Barry Nelson, Enid Markey, Tina Louise, Bill Harrigan and Luella Gear.

Production costs: $140,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt Inc., June 25, on Producer's Showcase, *on NBC-TV in color and black-and-white every fourth Monday, 8-9:30 p.m. EDT.*

Producer-director: Alex Segal; associate producer: Andrew McCullough; associate director: Dean Whitmore; author: Anita Loos; tv adaptor: Robert Wallsten; musical director: George Bassman; settings: Otis Riggs; technical director: Jack Coffey; production assistant: Edith Hamlin.

CBS CARTOON THEATRE

AS LIGHT (and lightweight) summer fare, CBS-TV's newest venture into cartoonland is not likely to create any stir around network quarters or any qualms in the *Disneyland* camp.

Its June 20 *CBS Cartoon Theatre* offered viewers a group of Paul Terry cartoons, including Gandy Goose, Heckel and Jeckel, plus those two delightful hellions, Tom and Jerry, pieced together with pattern by Dick Van Dyke. He commented on the authenticity of historical characters, inserted a plug for *The Adventures of Robin Hood* (also a CBS-TV series) and gave water safety tips for the small fry. Mr. Van Dyke has a pleasant and smooth manner about him which, far from being condescending, appears a bit too lofty for the juvenile audience.

Slated opposite ABC-TV's full-hour *Disneyland* for the summer, *Cartoon Theatre* is not apt to win many viewers during the 7:30-8 p.m. slot, any more than Arthur Godfrey is during the second half of *Disneyland.* Nor is it likely to influence advertisers *(Cartoon Theatre* is aired on a limited CBS-TV network, sustaining). It's hard to envision it as a tv staple.

This reviewer, an old Tom & Jerry fan, concedes that cartoons are popular, but isn't there a glut of them on tv already? And don't they belong on local stations instead of in prime network time?

Production costs (gross): $25,000.

Telecast June 20 by CBS-TV, 7:30-8 p.m. (EDT), sustaining.

Announcer: Dick Van Dyke; producer: Michael Grilikhes; director: Howard Magwood; writer: Bill Dammie.

THE STEVE ALLEN SHOW

"THE SAME old thing" has no place in a Steve Allen format, as he has proved to nationwide audiences for the past few years on the *Tonight* show. Now he's in the big time as time spots go—8-9 p.m. Sunday—and as imaginative as ever.

Things got off to a properly informal start when the show opened on comic Jerry Lewis instead of Mr. Allen. Then the inevitable appearance of Bob Hope to plug some movie (the name of which won't be mentioned here). Then some clever jibes at the opposing Ed Sullivan show. Then a bit of business where Steve played the piano while various scenes gave the viewer something to look at: a meat grinder, Skitch Henderson's head on a platter, etc.

Hits of the show: The commercial parodies featuring "testimonials" by Dane Clark, Vincent Price and Wally Cox. Steve's routine with Kim Novak on "teaching while you entertain" television. The finale "Death of the Blues" duet with Steve and Sammy Davis Jr.

Misses: The opening Davis Jr. routines. Not that they were bad, but Mr. Allen relinquished much too much time to the act. For a while it looked more like *The Sammy Davis Jr. Show.*

Near miss: The rooftop ballet with Bambi Linn and Rod Alexander. It turned out to be interesting as novelty but poor as dance.

Verdict: Results may not always be the most expert, but the show promises to be exciting.

Production costs: Approximately $55,000.

Sponsored on NBC-TV by Brown & Williamson Tobacco through Ted Bates & Co.; Avco Mfg. through Compton Adv.; Andrew Jergens through Robert W. Orr Assoc.; three out of four Sundays, 8-9 p.m. EDT.

Executive producer: Jules Green; producer: Bill Harbach; director: Dwight Hemion; musical director: Skitch Henderson; announcer: Gene Rayburn; NBC program supervisor: Alan Courtney; writers: Steve Allen, Stan Burns and Herb Sargent; unit manager: Jim Reina.

SEEN & HEARD

To meet NBC-TV's new challenge to his supremacy in the Sunday evening 8-9 period, Ed Sullivan on June 24 celebrated his eighth anniversary with 45 guests, practically all stars whose names are top flight audience attractions. True, most of them appeared only to take bows and join in a chorus of "Happy Anniversary to You," but they were there, as promised. Moreover, unlike too many anniversary celebrations, Mr. Sullivan and his producers did not neglect to have a show as well as greetings, with songs by Kate Smith, Teresa Brewer and Harry Belafonte, comedy by Jack Paar and—not forgetting his younger fans—a troupe of performing bears. In other words, it was just the type of show that has put Sullivan into his enviable position and we predict Steve Allen's going to have a tough time usurping his throne.

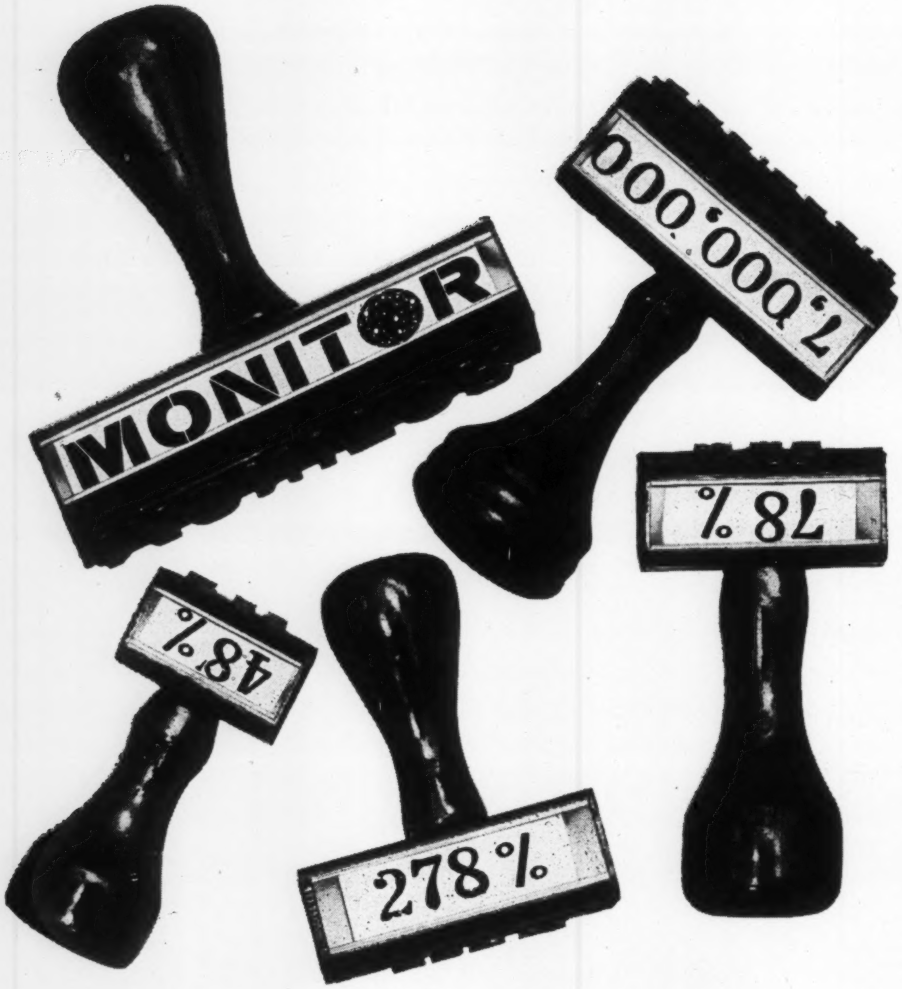
Perhaps it's the heat that brought forth such talent last week in television. Whatever the cause, kudos are demanded for at least two of the week's performances: To Lorenzo Semple Jr., who wrote the script for *Alcoa Hour's* "The Archangel Harrigan," a delightful fantasy about an Irish rogue who woos a Scottish miss in rural America. To John Drainie, whose portrayal of "Mr. Arcularis" in Monday's *Studio One Summer Theatre* production of the same name was both spellbinding and supremely professional.

Ready for lunch?

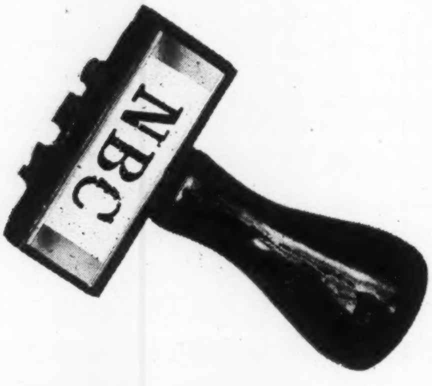
Just a few chapters ago you took off on United's deluxe DC-7 nonstop. Another 700 miles will speed by between cocktails and dessert. Before you know it you've arrived at your destination – relaxed, composed. Ready for anything.

United offers 4 luxurious nonstops daily each way between New York and both Los Angeles and San Francisco . . . also deluxe DC-7 nonstops from Chicago to Los Angeles, San Francisco and New York. Enjoy this fine service on your next trip.

UNITED
AIR LINES


MONITOR
7,000,000
78%
48%
278%

STAMPS OF APPROVAL



Advertisers are spending more dollars with the NBC Radio Network on weekends than with any other network... **48%** more than with the second network.

During its first year, MONITOR increased NBC Radio Network weekend revenues – in the face of a decline in weekend revenue on all other networks – by **278%** over the preceding year.

MONITOR has moved steadily from 30% sold-out in the first quarter of 1956 to more than **78%** sold-out for this August. By next month, NBC Radio will be delivering over **7,000,000** more listener commercial impressions, weekends, than any other network.

You belong on MONITOR, where advertisers have placed so many stamps of approval. **NBC RADIO NETWORK**

a service of RCA

WAAM TV
Channel 13
BALTIMORE, MD.

TOP POWER 316.000 WATTS

AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Atlanta, Chicago and San Francisco

OPEN MIKE

How Ayer Charges

EDITOR:

The article on the 15% commission in your issue of June 18 is very interesting and well written, but it is not up to date in regard to Ayer.

It is true that, until 1949, we charged a commission of 16⅔% on the *net* cost to us of time, space and other commissionable expenses. But in 1949 we changed to a straight 15% of the gross cost of time and space, and 15% of other commissionable expenses. This brought our charges exactly into line with those of other agencies, although in billing for space and time we use a formula which permits us to receive our compensation from our clients rather than from media. This is in accord with our long-standing policy of making sure that, both actually and legally, we are working for the advertiser.

If you would like some background on the reason for our 1949 change, here it is: Our 16⅔% of the net cost of space and time worked out as slightly less than the 15% of the gross charged by other agencies. Our 16⅔% of other commissionable charges was more than the charges made by other agencies. These differences just about cancelled each other out until television, with its high production costs, became an important factor. At that point, in order to keep our charges in balance with charges made by other agencies, we dropped our policy of charging 16⅔% on the net and adopted the 15% system.

Richard P. Powell, Vice President
N. W. Ayer & Son Inc.
Philadelphia, Pa.

What's Newsworthy?

EDITOR:

In your June 18 issue you have published a report from Troy Knowles of the Helene Curtis Industries. On the subject of "Free Plugs Supported, Says Cosmetic Company," Mr. Knowles was quoted as saying: "The question of free versus paid time assumes that the only thing newsworthy is on a commercial."

This remark is almost too absurd to warrant an answer. Mr. Knowles, suppose you try getting your so called "free plugs" or newsworthy notes to the various news services which serve radio. I feel sure that such accounts as Wrigley chewing gum and Coca-Cola do not evaluate their fine commercial copy, which in some cases has remained unchanged for years, as newsworthy. They want to sell merchandise and are willing to pay for it . . .

J. M. McDonald, Gen. Mgr.
KURV Edinburg, Tex.

Vincent Hartnett, Researcher

EDITOR:

In the article, "Faulk Sues AWARE for 'Blacklisting,'" which appears on page 31 of the June 25 issue of your indispensable magazine, the following statement is attributed to me:

"I am hired by agencies, sponsors and networks to look into the qualifications of persons they plan to use on radio and tv programs. Following my investigation, I find and report on any political activity in which the person under examination may have participated."

This is not an accurate quotation of what I said over the phone to your able reporter. I did not use the word, "investigation." I am not an investigator and have not the training or facilities to conduct investigations. I am a researcher. I have comprehensive files on communists and communist-fronters in the entertainment industry. What I said was that I "check" names proposed to me, to ascertain whether the individuals involved have or do not have records of affiliation of one kind or the other with the Communist Party or with communist "fronts" and causes.

I did not use the phrase, "political activity." I am not concerned with individuals' political activity. I am concerned about whether they did or did not engage in communist or pro-communist activity.

The statement attributed to me in direct quotes was inaccurate and might well be damaging to me in my profession. I would appreciate your making a prompt correction.

Vincent W. Hartnett
New York

Jeweled Coach

EDITOR:

Mr. Mack [Larry Mack, Slenderella president] has read the article, "Radio: Jeweled Coach for Slenderella," in your June 4 issue and he has asked me to write and tell you how much he liked it.

It is an excellent article, as evidenced by the many compliments we have received on it, and your interest and consideration are very much appreciated.

Margareth Gibbs, Asst. to the Pres.
Slenderella, International
Stamford, Conn.

Free Speech in Action

EDITOR:

On June 28 Santa Barbara radio station KIST will celebrate the second anniversary of its *Free Speech* program, which is unique in that [it affords listeners] free opportunity to [exercise that right]. By merely picking up the receiver at home, place of business or telephone booth and dialing Woodland 3981 at a given time, one is soon connected with a broadcasting medium whereby he or she is "on the air."

Any person's views on public matters or officials, one's innermost thoughts or convictions, are permitted (within propriety) and expressed on this *Free Speech* program. Participants include hundreds of citizens who have spoken, many more than once . . .

Through the medium of this valuable program citizens have influenced public affairs in Santa Barbara City and County, as well as California State, as follows:

(1) A long overdue special election for state senator in Santa Barbara County and vicinity, being thoroughly publicized on the program by citizens in 1955, had much to do with forcing Gov. Goodwin J. Knight to obey the state constitution by calling this election.

(2) *Free Speech* was a large factor in Santa Barbara City whereby a majority of its speakers on the matter of a public golf course favored same and a bond issue for this purpose was approved by the voters.

(3) Discussions on traffic conditions, street improvements, education, taxes, city departments and the general welfare of the people socially, culturally and at business and work have created much public interest and practical results.

Free Speech is also a public forum—a meeting of the minds, so to speak. Controversial issues dealing with national and international affairs—with matters legal, moral, practical and ethical—of everyday living, have been presented and discussed pro and con.

Harry C. Butcher, owner of KIST and originator of the *Free Speech* program, his staff and moderators, are all to be congratulated on its moral success and achievements . . .

Irving Polstein (a listener)
Santa Barbara, Calif.

While the nation's harried,
about-to-be-married
No. 1 glamour girl*
tried to give photographers the slip,
United Press Newspictures'
Joseph J. Gazdak made this shot.

*Marilyn Monroe, of course.

1
United Press
NEWSPICTURES
Tell the Story

CASE HISTORY-WOMEN'S WEAR

Sally Shops

Sally is 18 this year. A beautiful and healthy 18, thanks largely to the good nutrition of Southern California Radio.

Since 1938 the Sally Shops have been a family enterprise of the Zuckermans; Ted and Marvin and their father, H. Lew. Their object: bring high fashion to the Southland at popular prices. Their method: take the stores to the women in *their residential neighborhoods.*

Foreseeing both the growth and the decentralization of Los Angeles, Sally harnessed the giant of advertising media, Radio, to carry the bulk of advertising. Morning newscasts and a half-dozen weekend five-minute programs are on KBIG. Spots are run on two other fine Los Angeles independents.

Results? Sally Shops have grown from one small store to beautiful, modern fashion centers in 15 communities in Los Angeles, Ventura and San Bernardino Counties. Sales have increased substantially *every year.*

Says John Bainbridge, account executive, The Lansdale Company Advertising Agency: "Radio has been our indispensable tool in making Sally's the 'Most Walked about Clothes in Town' . . . by making them the 'Most Talked About'!"

Huge, sprawling, rich Southern California is reached *best* by radio: KBIG RADIO, for greatest coverage at lowest cost-per-thousand.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to ROBERT WILFRED CARPENTER

ALTHOUGH he had no particular affinity for driving an ice truck, Robert W. Carpenter, vice president in charge of station relations for MBS, had reason to believe as a youth that the feeling wasn't mutual—insofar as the ice truck was concerned.

Twice during his career Mr. Carpenter guided such a vehicle on New Jersey highways because of the press of economic circumstances. Today, as he busily criss-crosses the country several times a year attempting to keep some 500-odd Mutual affiliates happy, Mr. Carpenter can look backward and comment wryly: "You can't beat those regular hours on the truck!" Mr. Carpenter's arduous schedule as station "trouble-shooter" for the world's largest network might faze an individual with a less formidable basic training in hard work.

Robert Wilfred Carpenter was born in Elizabeth, N. J., on Sept. 30, 1909, one of six boys in a family that believed all youngsters should perform household chores. He grew up in Roselle Park, N. J., and was graduated from the local high school in 1928.

Though Mr. Carpenter had set his sights on a college education, he had to defer his plans for lack of funds. He decided to work for a while, save some money and enter college at a later date. It was at this point that Mr. Carpenter had his experience in hauling ice.

Some months later, he switched to a factory job at the Western Electric Co. in Kearney, N. J., and later to one at the Ford Motor Co. plant in Edgewater, N. J. The arrival of the depression shattered Mr. Carpenter's hopes of attending college, and in the next four years, he worked at several jobs, including a second tour on the ice truck.

Early in 1934, a friend tipped off Mr. Carpenter to a job opportunity that held promise of broadening his occupational vista: CBS was going to have an opening in its accounting department in three months. Undismayed by his lack of background in accounting, Mr. Carpenter enrolled for a short course in accounting in the night division of the Drake Business College in Elizabeth. Armed with two months' worth of knowledge in accounting, he arranged for an interview for the job at CBS. He was hired by Samuel R. Dean, currently treasurer of CBS, as a clerk on the accounting staff.

At CBS he displayed a penchant for figures as well as for administration. Three years after joining the network, he was promoted to comptroller of WBT Charlotte, N. C., then a CBS-owned station. In 1940, he was moved to St. Louis as comptroller of KNOX, and in 1941, he was appointed account executive.

In 1943, Mr. Carpenter responded to the war effort by joining the American Red Cross as an assistant field director. He served in various localities throughout the country and later was assigned to Morocco and Marseilles.

At the end of the war, Mr. Carpenter returned to the U. S. and accepted an offer from Mutual in 1945 as southwestern manager of the station relations department in Oklahoma City. Three years later, Mr. Carpenter was advanced to eastern manager of the department, with headquarters in New York, and in 1953 was named assistant director of station relations. He was appointed director in March 1954 and last April was elevated to vice president in charge of station relations.

As a veteran station relations official, Mr. Carpenter has come to know intimately the managers of the stations affiliated with Mutual. He estimates he spends about a third of his working time on the road, conferring with station executives on their problems and receiving suggestions from them on the ways Mutual can better serve its affiliates.

"We've gone up and down the land, asking our affiliates what they want from the networks," Mr. Carpenter explained. "Though the answers have been different, one pattern has emerged. We've found out that radio stations want these things from networks: news programs—not spot news—but commentary and interpretation; good special events coverage; good national sports coverage; some "whodunits" and drama. If that's what they want, that's what they'll get. Whether they pay us in dollars or oranges or time makes no difference."

Mr. Carpenter's comment about payment referred to Mutual's new affiliation contract [B•T, April 16], under which network option time was reduced from nine hours a day to an average of five hours a day. Affiliates were asked to "pre-clear" and carry without compensation some 16 hours of network programming a week in return for about 15 hours of programming, furnished free to the local station for local sales. Mr. Carpenter commented that the old contract form was "obsolete" and the new plan, which goes into effect on Nov. 1, is a blue-print that should work to the advantages of both the network and its affiliates.

In 1933, Mr. Carpenter was active in amateur theatricals in Roselle Park, and appeared in a play opposite a young lady named Isabelle Struthers. Two years later they were married. The Carpenters, who live in Old Greenwich, Conn., have three children—Barbara, 20, a junior at the U. of Connecticut at Storrs, who recently was elected "Campus Queen" and president of the Women's Student Government Council; Robert, 17, and Heather, 15, both students at Greenwich High School.

Mr. Carpenter is an avid reader. Though he prefers non-fiction books, he will read "practically anything I find" in a hotel when he is on a business trip. He lists his hobbies as: work, golf, fishing, cabinet-making and bowling.

. . . climbing beautifully in San Antonio . . .

is KTSA

In just **THREE SHORT WEEKS** of new independent operation (since Monday, May 21st), **KTSA** is already **FIRST** in the afternoon and a strong **SECOND** in the morning, probably the most meteoric rise in rating history!

BEFORE (March '56)		**AFTER** (June '56)	
KTSA daytime average share	5.3%	**KTSA** daytime average share	20.2%

(C. E. Hooper March averages vs. C. E. Hooper June 11-15 special report.)

KTSA leads the nearest station by 1.2% in the afternoon and is second highest in the morning, trailing by only 4.3%

watch the ratings in San Antonio!

20.2%
(June '56)
5.3%
(March '56)

KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*in operation soon

NOEMAC STATIONS
NEWS MUSIC

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

J. Frank Beatty: Ubiquitous.

Roving assignments for B•T in past year took him 36,650 miles, had him inhaling the attar of gasoline in Texas, dodging flying chips in a High Sierra lumber mill, sampling Tillamook cheese, gaping at Wilson Dam turbines, eating scrod in Boston, abalone on Catalina Island, Olympia oysters on Puget Sound and swordfish in Miami. Aside from a fondness for sea food and no air sickness, Frank boasts a well-traveled Swiss typewriter which may well symbolize B•T's editorial approach: Get it first hand and get it all.

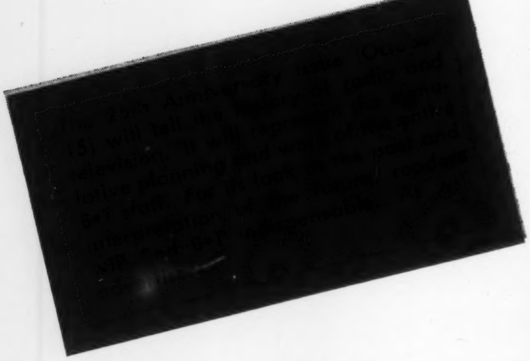
Who Does the Traveling -- Editors

A RADIO-TELEVISION TRADE MAGAZINE may be judged by the type of staffer who hits the road. Is he out selling advertising or is he out getting a story? Some books need only a scissors and paste-pot to "cover" the country; an editorial expense account for travel might include a couple of cross-town taxi fares, while the business of space selling uses 95% of their travel budget.

DON'T GET US WRONG—there's nothing wrong with travel for space-selling. It's an essential part of the business of publishing a magazine. Our point is one of *balance*.

Here at B•T our editors and reporters do plenty of traveling. Take Senior Editor J. Frank Beatty for example. He has traveled 36,650 miles in the past year, making market studies in the Carolinas, the Gulf States, the Pacific Northwest, covering national advertiser meetings, digging into the impact of the Detroit newspaper strike, investigating uhf in Indiana and Pennsylvania, touring the major markets in Texas (and making an "informal inspection in Las Vegas which yielded no story but proved that gambling doesn't pay").

Frank is one of 35 editors, writers, production experts and stringers who cover the world of radio and television for



or Salesmen?

B•T. It's a staff that puts out a book of 85,000 informative, informed and pertinent words a week. Raw material is 100,000 words a day that reach *B•T Wash D C* via AP, UP and B•T's own communications to bureaus in New York, Chicago and Hollywood, plus on-the-spot Congressional and FCC coverage.

A recent survey* among 4,584 radio-television executives (42.2% replied) revealed that 90.4% read B•T regularly. Not only do they read it—if they could get only two of the seven publications in the field, 82.1% would choose B•T as one of the two; 78.4% prefer B•T's weekly frequency; 57.1% list B•T as the publication in which an advertisement would have the most impact on them (runner up scored 18.7%).

B•T's 77,440 readers every week find B•T indispensable. That's why B•T carried more pages of radio-tv advertising (3,832) in 1955 than all other vertical publications in its field combined.

For a complete summary, write Executive and Publication Headquarters, Broadcasting•Telecasting, 1735 DeSales St., N.W., Washington 6, D. C.

42
AIRLINES
ATLANTA
BROADCASTING
TELECASTING
Our 25th
Year

WIBC—Leads in Indiana

PUBLIC INTEREST
Award
WIBC
GREEN CROSS FOR SAFETY

During each of the past five years, WIBC has received among other honors for community service, the National Safety Council's Public Interest Award for Exceptional Service in the Farm Safety Field. WIBC is the only Indianapolis radio station ever to receive this award.

Obviously, even WIBC's community service programs build big audiences because in the 31 county Indianapolis trading area, *WIBC programs rank first during* 447 *out of* 504 *rated quarter hours* each week.*

*Pulse Area Study, Sept.—Oct., 1955

Chiefly responsible for WIBC's community service success and big audiences are WIBC's well-known personality salesmen . . . Easy Gwynn, Jack Morrow, Joan Evans, Gordon Graham and many others. These same "personalities" are available on a "first come, first served" basis to help you sell your product or service.

FIRST IN COMMUNITY SERVICE

FIRST IN AUDIENCE

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana, the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

THOMAS A. WRIGHT

on all accounts

AGENCY WORK has proved to be the "happy combination" of television and advertising at all media levels that Tom Wright first envisioned when he served as public relations representative for NBC in tv's early days.

Today, during the growth period of television, Mr. Wright describes his media group supervisor role at Leo Burnett Co., Chicago, as one of "synthesizing a media plan upon marketing strategy." In that capacity he is responsible for media recommendations in a Burnett client group that includes the Kellogg Co., Maytag, Tea Council and Campbell Soup Co.

A native of Plainfield, N. J. (born March 18, 1919), Thomas A. Wright majored in journalism at the U. of North Carolina and graduated with a B.A. degree in 1941. During the summers for two years (1939-40) he was a combination PR-guide representative for NBC at the New York World's Fair.

After five years in the Marine Corps as administrative staff communications officer (he attained the rank of major), Mr. Wright set out to make advertising his career.

Joining BBDO, Mr. Wright worked on every phase of agency tv operation from 1946 to 1951, preparing and planning budget presentations for *Hit Parade, Betty Crocker* and other programs; developing programs and talent-time sales recommendations, and supervising contract preparations and negotiations. He also organized and staffed the tv traffic section and worked closely with studio producers. (Among his other credits: planning and placement of the Chiquita banana minute movie campaign for United Fruit Co.) At BBDO he was variously head of tv account service, business manager of the tv department and head of motion picture and tv film department.

Mr. Wright left BBDO to join Dundes & Frank as vice president and radio-tv director with general agency assignments in 1951 and the following year became associated with NBC as account executive in radio and tv sales.

Mr. Wright came to Burnett in September 1955 and now handles all media in his particular account group. All four clients have been especially active in network and spot tv and one of them, the Tea Council, recently announced a $248,000 spot television campaign in major cities. Burnett handles the Franco-American line, frozen soups, tomato juice and tomato catsup for Campbell.

Mr. Wright married the former Christine Allen. They have three children—Laurinda, 10, Thomas Jr., 6, and Cynthia, 4—and live in suburban Woodstock. His hobby is golf.

Morning!
Noon!
Night!

7 DAYS A WEEK

WKMH TOPS 'EM ALL

In Out-of-Home Audience!

HERE'S PROOF! WKMH gets the biggest tune-in share of Detroit's tremendous automobile traffic . . . *not just* in the morning . . . *not just* in the afternoon . . . *not just* at night . . . *not just* 5 days a week . . . BUT, MORNING, NOON and NIGHT . . . 7 DAYS A WEEK!

These figures prove that *WHENEVER* YOU'RE ON WKMH, YOU'RE GETTING DETROIT'S BIGGEST SHARE OF AUDIENCE!

6 A.M. TO 12 NOON		12 NOON TO 6 P.M.		6 P.M. TO 12 MIDNIGHT	
WKMH	**.16**	**WKMH**	**.18**	**WKMH**	**.19**
Network A	15	Network A	14	Network A	15
Network B	14	Network B	13	Network B	14
Network C	13	Station B	13	Station B	14
Network D	12	Station C	11	Network C	13
Station B	10	Network C	10	Network D	12
Station C	8	Network D	7	Station C	4
Station D	3	Station D	3	Station D	2
Station E	1	Station E	3	Station E	1
Misc.	8	Misc.	9	Misc.	6

PULSE REPORT FOR JULY, 1955

Save up to 15%

By Using 2 or More of these Powerful Stations

WKMH— Dearborn-Detroit
WKMF— Flint, Mich.
WKHM— Jackson, Mich.
WSAM— Saginaw, Mich.

HERE'S HOW:

Buy All 4 Stations SAVE 15%
Buy Any 3 Stations SAVE 10%
Buy Any 2 Stations SAVE 5%

Represented by HEADLEY-REED

WKMH

DEARBORN—DETROIT
Fred A. Knorr, Pres.
JOHN CARROLL, Mg. Director

5000 WATTS NIGHT and DAY!

The Community Stations
KNORR Broadcasting CORP.

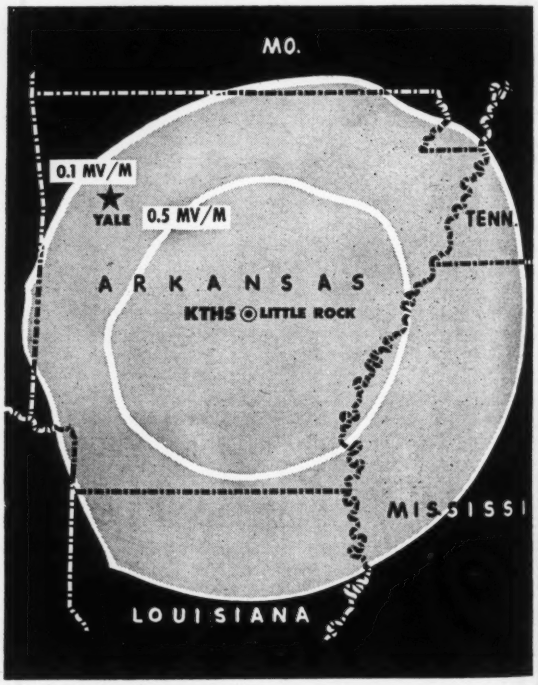
KTHS (LITTLE ROCK)

WINS HONORS IN YALE, TOO!

KTHS—Basic CBS Radio in Little Rock—is Arkansas' only 50,000-watt station. Its audience includes hundreds of thousands of people *throughout* the state.

Take *Yale* (Ark.), for example. Population-wise, it can't compare with its Ivy-League counterpart. But combined with hundreds of other communities, it helps account for KTHS's *interference-free daytime coverage of more than 3,370,000 people!*

Ask your Branham man for all the facts on KTHS—Arkansas' BIG radio value.



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING
TELECASTING

July 2 1956

Vol. 51, No. 1

FCC SKETCHES AN OUTLINE OF WAY TELEVISION MAY GO

- **Long range plan leaves door open for major shift to uhf**
- **For the present, it proposes deintermixture in 13 markets**
- **Reactions are lukewarm, most far from optimistic**
- **The educated guess: final decision at least three years away**

TELEVISION's allocations future was sketched out by the FCC last week when the Commission issued its long-awaited decision in the eight-month-old allocations proceeding.

The FCC held out the possibility of moving all television—or those assignments in a major geographic area—to the uhf band in the unspecified future.

It also proposed to deintermix 13 markets immediately and it raised the uhf maximum for power to 5 million watts and revised its mileage separations standards from city-to-city to transmitter-to-transmitter.

The prospective move of television to the uhf band was predicated on the hope that uhf propagation and equipment can be improved to more nearly equal that of vhf.

The deintermixture proposals—which do not become final until after the Commission has studied comments and counter-comments and probably heard oral argument—were issued with the idea of equalizing competitive facilities in the 13 markets. Some were authorized on slim four to three votes.

Comments on the deintermixture proposals were requested by Sept. 10; on the long range plan by Oct. 1.

Comr. John C. Doerfer issued a general dissent to the entire report, and most emphatically to the proposals to deintermix the 13 cities. Comr. Richard A. Mack urged that no moves be made now until the long-range project was completed. Other commissioners expressed varying views on separate items of the report.

But, even as the industry was studying the document, the Commission went ahead and approved vhf grants in Peoria and Springfield, Ill.—two of the prospective deintermixture cities. The grants were made to WIRL Peoria (ch. 8) and WMAY Tv Inc., Springfield (ch. 2), but forbidding construction and conditioned on any changes which might take place in the channels assigned after the proposed rulemaking is concluded.

The FCC also finalized the grant of ch. 5 to WRAL Raleigh, N. C.

Reaction from broadcasters and manufacturers was slow in coming. However, some comments were made late in the week by:

Committee for Competitive Television: CCT said the Commission's proposals offer a "promising blueprint" for establishing an all-channel television system. "It now remains to be seen whether the Commission will develop the system according to the plan." CCT called on the Commission to refrain from granting vhf channels in the 13 areas proposed to be deintermixed. It added that "failure to do this would virtually nullify the deintermixture proposal." It also urged as "mandatory" that the Commission immediately institute proceedings to shift vhf to uhf channels in these markets "in order that the deintermixture proposal may become deintermixture in reality."

Radio-Electronic-Television Mfrs. Assn. had no comment on the proposals, but one unidentified manufacturer was quoted as saying that "The FCC has just laid a great big egg. This will change nothing."

Another set maker expressed doubt that anything substantial would be decided for another year. "Maybe we'll get a final ruling by next June or July," he said.

The Senate Commerce Committee, it was understood, instructed its counsel, Kenneth Cox, to study the Commission's action and make any required changes in its own proposed report on the subject. Individual Senators were reported to have expressed satisfaction that the FCC had finally acted. The committee held hearings on allocations earlier this year.

Benedict V. Cottone, counsel to the Uhf Industry Coordinating Committee: Mr. Cottone declared that uhf operators must be gratified that the Commission has accepted the principle of deintermixture. However, he felt "keen disappointment" that the FCC refused to permit vhf squeeze-ins with lower power and antenna heights at reduced mileage separations.

Other reactions were varied. Telecasters who stood to be hurt were naturally resentful; those who stood to benefit were happy.

Most observers were certain that the long range plan was at least three years from any sort of start. It will be that long, engineers and attorneys felt, before any development program could attain worthwhile improvements bringing them to the level of vhf.

As to the deintermixture proposals, it was

HOW THEY VOTED IN DEINTERMIXTURE CASES

	McConnaughey	Hyde	Mack	Lee	Webster	Bartley	Doerfer
Evansville	*Yes*	*Yes*	**No**	*Yes*	*Yes*	*Yes*	**No**
Charleston	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*
Elmira	**No**	*Yes*	**No**	*Yes*	*Yes*	*Yes*	**No**
Springfield-St. Louis	*Yes*	*Yes*	**No**	*Yes*	*Yes*	*Yes*	**No**
Miami	*Yes*	*Yes*	**No**	*Yes*	**No**	*Yes*	*Yes*
Hartford-Providence	**No**	*Yes*	**No**	*Yes*	*Yes*	*Yes*	**No**
Duluth-Superior	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*
Mobile-New Orleans	*Yes*	*Yes*	**No**	*Yes*	*Yes**	*Yes**	**No**
Madison	**No**	*Yes*	**No**	*Yes*	*Yes*	*Yes*	**No**
Norfolk-Portsmouth-Newport News	*Yes*	**No**	**No**	*Yes*	**No**	*Yes*	*Yes*
Peoria-Rock Island	*Yes*	*Yes*	**No**	*Yes*	*Yes*	*Yes*	**No**
Fresno-Santa Barbara	*Yes*	*Yes*	**No**	*Yes*	*Yes*	*Yes*	**No**
Albany-Schenectady-Troy	**No**	*Yes*	**No**	*Yes**	*Yes**	*Yes**	**No**

* Although concurring, also voted to delete existing vhf operation in these markets.

the consensus of some broadcasters and Washington attorneys that final decisions on these 13 cases would not be reached before the end of this year, or early in 1957. They also felt that there probably would be only three or four cities actually deintermixed. And, it was pointed out, there were bound to be appeals to the courts which would stretch out the completion of these cases at least another year.

Some observers noted that Comr. Webster's place would be taken by T. A. M. Craven (who takes office today). A change in one vote, it was pointed out, would reverse five out of the 13 proposed deintermixtures.

The allocations proceeding was begun Nov. 10, 1955, when the FCC denied a group of deintermixture petitions. The Commission said then that the question had become nationwide in scope and could not be resolved on an individual basis.

COMPLETE TEXT OF FCC REPORT AND ORDER IS IN THIS ISSUE, BEGINNING ON PAGE 91

Prior to that time the FCC had been called on to deintermix some 30-40 cities. It held an oral argument on five of these cases and then decided in its November ruling that a general, overall allocations proceeding was required.

The allocations proceeding drew more than 500 comments, plans, suggestions and counter comments. It was the subject of almost weekly Commission meetings since the end of April.

At various times it had been reported that the Commission favored "selective deintermixture," large-scale deintermixture, division of the country into an eastern uhf area and a western combination uhf-vhf area, and no change in present principles of allocations assignments.

It is known that at one time recently the Commission was ready to issue its long range proposal and invite individual comments on specific deintermixtures [B•T, June 11].

Television began commercial operations in 1941 when the FCC allocated 18 channels in the 50-294 mc band. In 1945, the television spectrum was contracted to 13 channels in the band from 44 mc to 216 mc, and fm broadcasting moved up to its present 88-108 mc. The following year, ch. 1 (44-50 mc) was deleted from the television band and allocated for industrial, public safety and transportation services.

It was in 1945 that the Commission said that the 13 (now 12) vhf channels were insufficient for a nationwide, competitive television service, and that tv must expand in uhf.

In 1952, following the four-year freeze, the uhf band (470-890 mc) was opened to commercial tv operation.

Within a year, it was apparent that uhf stations, particularly where they faced competition from vhf outlets in the same communities, were in trouble. Heart of the problem was the fact that in vhf areas, viewers refused to spend the $50-$75 necessary to convert their receivers. In addition to this, uhf's technical disadvantages led advertisers and networks to prefer vhf affiliation.

Since July 1952, when television application processing was resumed by the FCC, more than 300 commercial uhf grants have been made. As of today there are 94 uhf stations operating. More than 130 uhf grantees have returned their permits, while the others have retained their construction permits awaiting the Commission's decision on uhf's future.

In issuing last week's ruling, the Commission denied various proposals that would have permitted vhf squeeze-ins at reduced mileage separations, to drop the table of allocations and decide applications on a case-by-case basis, to permit antennas in Zone 1 to be 1,250 ft. above average terrain.

In discussing the possibility of moving television to the uhf band, the Commisison declared that this would have many advantages: there would be equality of competition among all stations; there would be no problems of receiver incompatability, and more stations would be built and successfully operated.

Also, said the FCC, the vacating of the vhf band would open up space for the growing needs of other, non-broadcast services.

The Commission asked that comments be supplied on what use might be made of the vhf band if it is decided to move television to chs. 14-83. In this connection, the FCC wondered whether 30-60 mc should not be set aside for ionsospheric scatter communications and whether the lower vhf band might not be utilized by the mobile services.

This is considered one of the most dangerous elements in the FCC's document.

Key to any changeover, the Commission emphasized, was uhf's capability to serve as well as vhf does. This means, the FCC said, that uhf transmitters, receivers and antennas must be upgraded.

At present, uhf stations suffer in comparison with vhf outlets in lesser coverage, with problems of shadow areas, and in the requirement for higher powers to adequately serve their markets. Uhf receivers also are more expensive and less sensitive and selective than vhf sets. Receivers are more noisy than comparable vhf receivers, while positioning of antennas also is considered more critical than for vhf.

The Commission urged that a program of

THE PROPOSED-TO-BE-DEINTERMIXED THIRTEEN

THERE are 13 cities which have been tapped by the FCC for deintermixture—more or less. It is these cities—some of which were proposed to be made all uhf, some all or heavily vhf, and some with a single vhf operating station remaining in a sea of uhf assignments—about which proposed notices of rule making were issued last week. Comments requested by Sept. 10.

The cities, and the proposals:

Elmira, N. Y.—All uhf by deleting ch. 9 and adding ch. 30. This would give Elmira chs. 18, 24 and 30. Comrs. McConnaughey, Doerfer and Mack dissented. Ch. 9 had been allocated to Elmira Nov. 30, 1955.

Evansville, Ind.—All commercial uhf by switching the educational reservation from ch. 56 to ch. 7. This would give Evansville chs. *7, 50, 56, 62. Comrs. Doerfer and Mack dissented. WTVW (TV) holds a grant for ch. 7.

Fresno-Santa Barbara, Calif.—Make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53, and Santa Barbara chs. 3, 12, 20 and 26. Comrs. Doerfer and Mack dissented. KFRE-TV operates on ch. 12.

Hartford, Conn.—Providence, R. I.—Make Hartford all uhf by deleting ch. 3 and moving it to Providence, transferring ch. 61 from Easthampton, Mass., to Hartford, and deleting ch. 65 at Meriden, Conn. This would give Hartford chs. 18, *24 and 61; Providence chs. 3, 10, 12, 16 and *36. Comrs. McConnaughey, Doerfer and Mack dissented. Comr. Doerfer suggested that if ch. 3 is taken away from Hartford, ch. 13 from New York should be substituted.

Madison, Wis.—All commercial uhf by switching the educational reservation from ch. 21 to ch. 3. This would give Madison chs. *3, 21, 27 and 33. Comrs. McConnaughey, Doerfer and Mack dissented. WISC-TV is on program tests on ch. 3.

Mobile, Ala.-New Orleans, La.—Make Mobile all commercial vhf by moving ch. 4 from New Orleans, moving ch. 42 (now educational in Mobile) to New Orleans (where it would be commercial). This would give Mobile chs. 4, 5, 10 and *48. New Orleans would have 6 (WDSU-TV), *8, 20, 26, 32, 42 and 61. Comrs. Doerfer and Mack dissented. Comrs. Webster and Bartley concurred, but would also propose the deletion of ch. 6 from New Orleans.

Peoria-Rock Island, Ill.—Make Peoria all uhf by deleting ch. 8 and adding ch. 25. Ch. 8 would be assigned to Rock Island. This would necessitate assigning ch. 77 in lieu of ch. 40 at Galesburg, Ill. This would give Peoria chs. 19, 25, *37 and 43, and Rock Island chs. 4, 6, 8, *30, 36 and 42. Comrs. Doerfer and Mack dissented. Ch. 8 was granted to WIRL Peoria, Friday.

Springfield, Ill.-St. Louis, Mo.—Make Springfield all uhf by deleting ch. 2 and moving it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substituting ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and *66, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36, and 42. Comrs. Doerfer and Mack dissented. Ch. 2 was granted to WMAY-TV Inc., that city, Friday.

Albany-Schenectady-Troy, N. Y.—Make area predominantly uhf by deleting ch. 10 from Vail Mills, N. Y. (Albany area) and adding ch. 47. This would give Albany-Schenectady-Troy chs. 6 (WRGB [TV] Schenectady), *17, 23, 35, 41 and 47. Comrs. McConnaughey, Doerfer and Mack dissented. Comrs. Webster, Bartley and Lee concurred but would also propose the deletion of ch. 6 from this area. Ch. 10 had been assigned to Vail Mills Nov 10, 1955.

Charleston, S. C.—Make Charleston predominantly vhf by adding ch. 4. This would give Charleston chs. 2, 4, 5, *13 and 17.

Duluth, Minn.-Superior, Wis.—Make area predominantly vhf by switching educational reservation from ch. 8 to ch. 32. This would give Duluth-Superior chs. 3, 6, 8, *32 and 38.

Miami, Fla.—Make area predominantly vhf by adding ch. 6. This would give Miami chs. *2, 4, 6, 7, 10, 23 and 33. Comrs. Webster and Mack dissented.

Norfolk-Portsmouth-Newport News, Va.—Make area predominantly vhf by adding ch. 13 to Norfolk from New Bern, N. C. Add ch. 12 to New Bern. This would give Norfolk area chs. 3, 10, 13, 15, *21 and 33. Comrs. Hyde, Webster and Mack dissented.

research and development—along the lines of the crash program recommended by Chairman McConnaughey to the NARTB convention last April—be instituted for uhf. Among its goals, the FCC stated, must be the increasing of uhf transmitter power, the use of boosters and satellites to fill in shadow areas, and the improvement of uhf receivers and antennas.

A transition period—10 years has been suggested—was referred to by the Commission as one means of accomplishing the changeover. The FCC stated that there might be a period of time when vhf stations would operate simultaneously on uhf. It also declared that there might be a cutoff date for vhf broadcasting.

This transition period must be long enough, the FCC stated, to cover the useful life of vhf-only receivers in the hands of the public, and to permit vhf stations to amortize existing transmitting equipment.

Congress might legislate tax relief and it also might ban interstate shipment of tv receivers without uhf bands, the Commission suggested. This would be for the purpose of inducing the manufacture of uhf receivers.

There have been suggestions that the price differential between vhf-only receivers and those with uhf be ameliorated by deleting the 10% excise tax on uhf-equipped television sets. Congressional tax committees have never accepted this proposal.

As part of its discussion of interim measures (deintermixture in the 13 cities), the Commission spelled out the considerations it would apply for favorable action.

Standards for Change

Standards for deleting a vhf allocation from a city should include such items as (1) the number of people losing service, (2) how many uhf stations operate in the area, (3) the degree of uhf set conversion, and (4) terrain factors.

Where an additional vhf channel is sought to be moved into an area, the Commission said these criteria would apply: (1) meeting transmitter-to-transmitter mileage separations, and (2) why the prospective community needed the assignment more than the community from which the vhf wavelength was to be taken.

In both instances, the Commission said, the overall effects of these moves would be considered as they relate to the goal of more effective competition among stations.

Buried in the FCC document was an allusion to the fact that the 13 cities proposed to be deintermixed were not all which the Commission was considering. There are, it was learned, about 30 deintermixture petitions pending FCC action. It was possible, it was understood, that the Commission might report out a few more notices in the next few weeks.

Also, in its order, the FCC virtually invited other such petitions.

Methods of computing coverage of vhf and uhf stations were spelled out in the Commission's document. This was for those seeking deintermixture changes in order to meet the standards set out. These computations must be based, the FCC said, on 1,000-ft. antenna height, maximum power and transmitter location near the center of the city to be served.

According to some engineering sources, the FCC has revised its mileage tables, bringing uhf nearer the equivalent of vhf in theoretical coverage. These same sources pointed out that the Commission was still working on averages, rather than permitting showing to be made on actual measurements in individual cases.

The Commission, however, declared that other data, based on other assumptions, would be accepted if submitted. This would be in addition to the information required under its criteria.

RADIO, TV, OTHER ADVERTISING MEDIA REPORTED FACING GREATEST CHALLENGE

Delegates to 53d annual convention of Advertising Assn. of the West in Los Angeles are told by principal speakers of new demands in an expanding economy, where automation has been so successful in destroying manufacturing bottlenecks.

TELEVISION, radio and the other major advertising media are facing the greatest sales challenge of their history in the basic revolution taking place in retail marketing today, some 1,000 delegates to the 53d annual convention of the Advertising Assn. of the West were told in Los Angeles last week.

The demands on media of a rapidly expanding economy, where automation has broken the traditional manufacturing bottleneck and shifted the burden of continued business growth instead to mass distribution and consumption, were highlighted by several keynote speakers.

Others pointed out that media are being given be afforded new opportunities to prove themselves as advertisers traditionally linked with older channels of consumer communication adapt themselves to the new marketing situation.

Speakers were divided, however, on the extent of aggressiveness or superlative appropriate in ad copy although agreeing that the sales problem, medium and prospects should govern.

John Karol, vice president in charge of network sales for CBS Radio, the only broadcaster on the agenda, told a Tuesday luncheon meeting that all major media are good media when used correctly but that radio, for instance, has the extra attribute of personal persuasion as well as other unique qualities.

NEW OFFICERS of the Advertising Assn. of the West, elected at last week's convention in Los Angeles, are (l to r) Burt Oliver, vice president of Foote, Cone & Belding, Los Angeles, treasurer; Earl J. Glade Sr., public relations executive and former mayor of Salt Lake City, president; John Hoefer, co-founder of Hoefer, Dieterich & Brown, San Francisco, senior vice president; Mrs. Ella Breazeale, assistant cashier of the Valley National Bank, Tucson, Ariz., vice president at large, and Eugene M. McKim, director of advertising for Western Farm Life, Denver, Colo., secretary.

more and more total sales responsibility—not just a role of pre-sales conditioning—as the concept of self-service retailing spreads and does away with the human link with the consumer, the clerk or salesman at the place of purchase.

The expectation that color tv will capture new local retail dollars, traditionally poured heavily into newspaper advertising, also was voiced.

Held Sunday, June 24, through last Wednesday at the Hotel Statler, the convention of representatives from major agencies, media and advertisers in the 11 western states was marked for its general lack of specific "pitches" for any one advertising medium. Rather, speakers brought attention to the growing awareness that the bigger sales demands being placed on advertising call for integrated and more effective use of all media, indicating that radio-tv will

Addressing himself to the women delegates and the wives of the men also present, Mr. Karol noted that the purchasing power of the American woman today is such that any time an advertiser forgets or ignores her importance he will soon find out that the "hand that rocks the cradle can just as easily rock the boat."

"In virtually every product category, you are the goal," Mr. Karol told his feminine listeners. "You are the reason for almost every product innovation and every ad in print and on the air. You are the subject of endless research. Your marrying age, your employment status, your shopping days, your color preferences, your convictions about calories, cigars, hard water, foam rubber and form fit—all these things are of unbelievably great importance to American business.

"It is the same story in selecting advertising

COLOR
DEMONSTRATION
NEXT SHOWING

DISCUSSING color tv exhibition presented at CBS Television City, Hollywood, for the AAW convention are (l to r), Nelson Carter, vice president of Foote, Cone & Belding and retiring president of Los Angeles Advertising Club, convention host; Howard Meighan, CBS-TV vice president in charge of western division; William Lodge, CBS-TV vice president in charge of general engineering, who also demonstrated Ampex tv tape recorder to delegates; Frank Samuels, CBS-TV Pacific sales manager, and Russel Eller, advertising manager of Sunkist growers and convention program chairman.

media. Will the life span of a four-color ad in a woman's magazine carry more, or less, impact that the greater frequency of radio commercials in the framework of believability of a daytime serial? Will the costly glamour of big-audience nighttime television produce more, or fewer, sales than a double truck in a general magazine? Even as prejudiced as you might believe me to be, I admit freely that no one medium for any given product is likely to be the perfect answer in reaching you and convincing you."

Mr. Karol emphasized, "I must go on the record, however, as saying that the low-cost combination of reach and frequency that good radio provides, both locally and on a network basis, gives it a unique status among media. It cannot, of course, claim the exclusive privilege of moving women to buy Brand A over Brand B.

"Actually, the choice of a media depends to a large degree on the psychology behind the copy approach. Which, for example, would impress you most? A picture of a new shade of lipstick, or a voice telling you what this new shade of lipstick will do for you. Without minimizing the value of pictures and copy to be read, I believe that for many products, it's what they will do for people that is most important. And I think advertisers tend to overlook this. There is no fact of selling so important as one person talking to another—telling the prospect what a product or service will do for the potential buyer."

The CBS Radio executive felt manufacturers and agencies sometimes fail to match the product to the needs of the consumer and "sheep-like" copy other advertising. "The eye-patch for shirts, the animal for liquor, the man's man for cigarettes," he cited, commenting that "imitation may be the sincerest form of flattery but we're not in the business of flattering each other; we're in the business of selling goods and services.

"There is too often apt to be a similar pattern in media selection. Some of you remember when radio burst on the advertising scene and became the great glamour medium. The fact that radio was a fine new selling tool should not have detracted from the fact that newspapers and magazines and comics and the rest were also still good.

"In our growing economy we can use more ways of communicating with the consumer. We must keep our perspective. We're going through—actually, we're most of the way through—a similar situation with television. It has taken time to absorb this new glamour medium. Now, more and more advertisers have reached conclusions as to what tv can do and cannot do and we are finding that, again, all media are settling into their proper places to be used singularly and in combination to produce the best results for the particular product."

Problems of selling to women and a defense of the excited adjective in radio-tv and other copy were set forth in a talk before another session of the convention by William G. Werner, director of public and legal services, Procter & Gamble Co.

His theme was "Four Guideposts in Advertising": good, pre-tested products, fully supportable claims, scrupulous regard for the law and a constant concern for public opinion.

Reviewing in detail the research and laboratory testing of products before they are presented to the public, Mr. Werner said that "when it comes to translating provable product facts into pleasing, persuasive advertising, however, we need more than a tabulation of points of superiority."

Two problems in advertising creation appear here, the P&G executive said, both tied up with the word "supportability." One is that a firm like P&G must sell to women and the second concerns "the strength and steam of our competition."

Comparing the "quiet" approach of ethical medical advertising to that of selling to women, Mr. Werner said "if advertising is to be persuasive to the fullest possible measure with our lady-folk, it cannot talk to them in a strictly logical and technical tone of voice. It must contain superlatives. It should sound excited and convinced—carry on in a way that a serious male critic of advertising might not like."

Quoting what he considered typical woman-to-woman conversation, Mr. Werner continued, "No advertising on earth could begin to match the hyperbole that the average woman hears and bubbles forth in an hour over the bridge table. What then is wrong with talking to women in advertising in the sort of language they know best?"

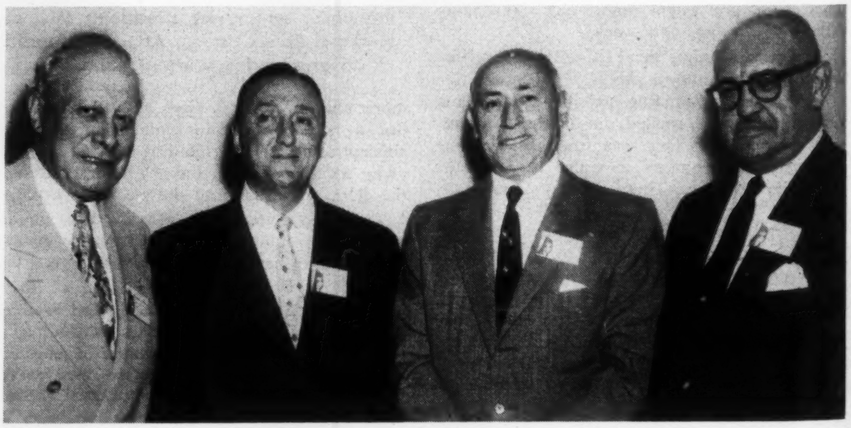
Observing that it is mostly "professional critics" who take exception "to the strength of such enthusiastic claims and the use of quite a few superlatives" in P&G advertising, Mr. Werner said "we have done a great deal of research among housewives and we know that the public-at-large is not confused by our claims or disturbed by our vigor.

"Please keep in mind, though, that here I am not advocating the use of any claims which cannot be technologically supported. I am referring here only to such things as legitimate puffery: reasonable 'excitedness'; the warmth and vigor of copy that springs from sincere enthusiasm for a good, honest product, that fully deserves and earns that kind of enthusiasm from its loyal users."

Concerning the aspect of intense competition in his range of products, Mr. Werner said that in some fields "competition is expressed most vigorously over the counter, by personal selling, by house-to-house work or in other ways. In our business, the vigor of competition in advertising is a characteristic of the industry that we just cannot ever forget for a minute.

"There is nothing about clean and decent, hard-driving competition that should be considered anything but helpful to the strength of our nation."

Noting the rapid technological advances in recent years in soaps, detergents, cooking products and dentifrices resulting from the competitive drive, Mr. Werner said that "when you couple this keen competition in the laboratory with low-cost quickly replaced household products, you are bound to have a need for vigorously competitive advertising as the quickest,



HEAD TABLE guests at Tuesday luncheon addressed by John Karol, vice president in charge of network sales, CBS Radio, were (l to r), Earl Glade, newly elected president of AAW and member of board of KSL Salt Lake City, which he founded; Mr. Karol; Henry Mayers, Mayers Co., Los Angeles, and Hal Stebbins, Hal Stebbins Inc., Los Angeles.

cheapest way to tell the good news to the public. In this sort of rivalry for attention, we have learned that we just have to state our claims forcefully and with confidence and enthusiasm, if we want to register them effectively against the other fellow."

Similarly, because women have varied preferences in the form of product they want, P&G developed its own competitive brands to meet these needs and promotes each equally intensively through radio, tv and other media, he indicated.

Referring to the close "constructive" cooperation of the legal services staff with the P&G advertising department, Mr. Werner explained how such legal aid contributes to the continuing creation of effective advertising. Legal review makes certain that the advertising complies with national, state and local laws, he said and also involves packaging and promotion (contests, premiums, "free" offers). Equally important, he said, is "the law of the man on the street corner," which calls for the careful review of all advertising, promotion and packaging by the public relations staff.

Too much blatant advertising in all media, including radio and tv, however, was held responsible by Don Belding, chairman of the executive committee, Foote, Cone & Belding, Los Angeles, for lowering the sales effectiveness of both the ad and the medium. Addressing the convention on the subject, "Don't Shout So Loud—I Can't Hear You," he analyzed common faults which build up reader, listener or viewer resistance.

Function Is to Sell

"We must never forget that the function of advertising is to sell," Mr. Belding said, "and when it fails in that responsibility or performs it poorly, our industry suffers, business suffers and we have not performed our duty."

Mr. Belding noted that "some of the television and radio commercials for local distributors are good examples of shouting in the hog-calling manner. It's hard to tell one from another. They are all hurry, hurry, hurry, breathless, faintly dishonest—by implying that you can trade your three-year-old car in for a new one and it doesn't cost anything, when what they mean is that it doesn't cost you anything right then. They also say you can drive a high priced car for just 16 cents a day, but it turns out to be 16 cents a day more than a medium priced car, not 16 cents a day.

"The most objectionable part, however, is that they beat you to death and scream so loud, so fast. If a lawyer shouts to a jury he is looked upon as a hollow buffoon. The man who talks calmly and straight from the shoulder, using simple common sense, is the one that wins juries and customers."

"Several competitors shouting the same thing get a little monotonous, too."

"A recent study indicated that most tv set manufacturers seemed glued to the illustrative idea of a family around a tv set. Most mechanical refrigerator manufacturers show an open refrigerator with a woman standing there, usually pointing her grubby little fingers at the food. Whiskey distillers all like a big bottle and a glass. Car manufacturers show the car with a lot of people around. But buyers are not impressed by the obvious."

The FC&B executive observed, "we drive to work by a similar route each day. The landscape becomes commonplace. As long as it stays that way our attention is seldom diverted toward it with any enthusiasm or interest. But burn down one of the buildings on our route tonight and tomorrow we will immediately notice the change." Creativity in advertising is something like that, from an attention standpoint. It sets the ad or commercial out from the ordinary.

"A good illustration might be the current Pepsodent campaign. 'You'll wonder where the yellow went when you brush your teeth with Pepsodent' is a salesmanship in print idea. But left in minor space it will not reach its potential, just like a tree or vegetable will not grow to maturity without ample water."

"So this idea was moved into saturation radio and is accomplishing a great sales result. And when you hear it you'll note it doesn't shout. It sells you."

Mr. Belding said it is fine to stick with a good idea, but all ideas wear out sooner or later.

"LSMFT is a good example of this," he said. "When George Washington Hill first introduced this with the telegraphic sounder on radio and the tobacco auctioneer testimonials in print, sales increases were phenomenal and he had no trouble maintaining first position among all the cigarette manufacturers. But now the line is part of the scenery.

"And by this, I don't mean that we are not advertising to a parade, since new millions reach the buying age each year. But don't forget, we see a lot of the parade at once these days as our vision is expanded through radio, television and print. And if progress has done anything to human nature in America, it has made people a little deaf to continuous shouting, a little blind to dazzling claims, and a little numb to the continuous repetition of the commonplace. A good creative idea in such an expanse of shouting, dazzling claims and mediocrity is like a pretty sailboat sailing along in the ocean. You can't help but see and admire it."

Norman Strouse, president of J. Walter Thompson Co., New York, pointed to advertising's new status with management in his keynote address to the convention. "Now advertising is looked upon as the generator of sales rather than sales the generator of advertising," he said.

In an economy of scarcity, advertising's function is to inform and thus guide products through the channels of distribution, Mr. Strouse related, but in an economy of abundance, "advertising must sell, it must create wants dynamically in order to close the gap between an ever-ascending line of productivity and the desire to consume."

Mr. Strouse said "advertising multiplied the force of selling far beyond what could have been possible through human selling contact" and made mass production effective. But today with automation "instead of the sales department belaboring the manufacturing department for more and more production, all of a sudden the sales executive almost finds himself in the role of the sorcerer's apprentice with machines spewing out the finished product in embarrassing quantities."

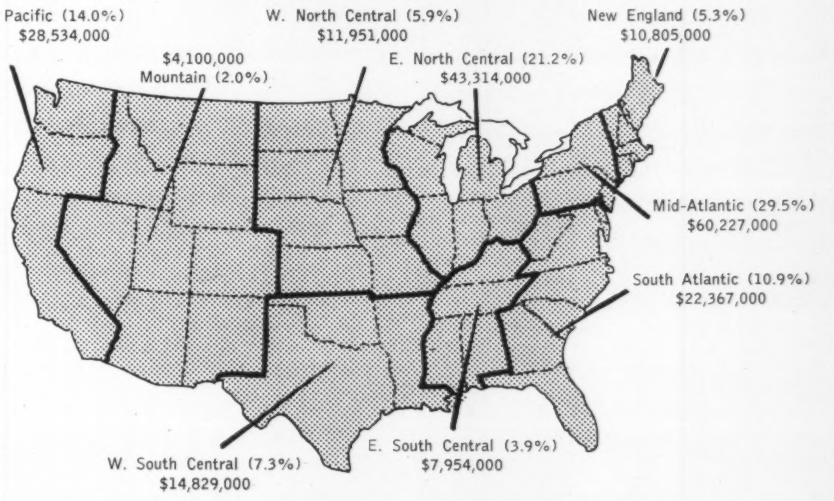
With the high cost of automation equipment, Mr. Strouse noted, "advertising now must not only generate a current mass market to move current mass production but it also must build a brand franchise in future markets to make certain that forward investments in plant and facilities can be amortized and in the shortest possible time."

The advertiser now thinks of not how little time or space he can get along with, Mr. Strouse indicated, but "how much advertising can we profitably invest" to generate high current sales and build a future market.

This is made even more vital, he said, in view of the permanent curtailing effect World War II had on personal selling, especially in the retail field. Citing how advertising blocked depression trends in postwar years, he said "advertising has proved to be the miracle fibre of selling just as automation has proved to be the genie of production."

In view of the great expansion of the U. S. economy seen for the next decade and the corresponding boost expected in total advertising volume, Mr. Strouse called for a major person-

WHERE DO THEY BUY THEIR SPOT TV?



BETWEEN October 1955 and March 1956, spot television advertisers in the U. S. invested $204,081,000 in that medium. B•T asked TvB, which supplied the total tabulation, to break down that expenditure by regions. The map above shows the results for nine sections of the country during the six-month period.

nel training effort in the agency and advertising fields.

George P. Hitchings, manager of economic analysis department of the Ford Motor Co., told the convention the American economy would grow 40% in the next decade and outlined how the auto industry has proven that there are benefits to be derived from an aggressive search for expanded markets through advertising.

Hal Stebbins, head of his own Los Angeles agency, cautioned delegates that the purpose of advertising is to "communicate ideas and images, not words." An outspoken advocate of "polite persuasion" and truth rather than the sledgehammer approach, he admonished, "If you don't believe it, don't say it." Detailing major marketing changes, Mr. Stebbins noted that advertising is becoming virtually the "total sales force" for more and more products now sold through self-service stores.

Henry Mayers, also head of his own Los Angeles agency, in discussing "The National Retail Chain and National Advertisers" indicated retailers will continue to rely primarily on newspaper advertising but have become more active in radio and tv, noting color tv will appeal particularly to department stores.

Mrs. Ivy Baker Priest, U. S. Treasurer, told the luncheon meeting Monday that while 1952 saw the first principal effective use of television in a political campaign, the use of all other media increased too. She noted the big trend to use of advertising in politics has come since the first impact of radio in 1920.

Remarking about the ability of government to instantly communicate with every segment of the people, Mrs. Priest said "there is no excuse for ignorance today" and expressed her respect for the intelligence of the public when informed about a political issue. She commended advertising for helping create America's high standard of living and thanked all media for extensive support of the Treasury Dept.'s savings bonds program.

Of political advertising *per se,* Mrs. Priest said, "We need a better business bureau for politics. Now we stop at the point of libel as defined by an attorney. Business has grown stronger on the theme of 'truth in advertising.' We need that slogan in politics. The people of today are not gullible."

In a panel before the junior program June 24, Kenneth Harwood, chairman of the department of telecommunications at U. of Southern California, said the day of the single medium expert is about over and the need for the "professional communicator" familiar with the strength and weakness of all media has arrived. Citing automation's impact in radio's expansion and predicting even a pocket set in tv, Mr. Harwood felt an even closer marriage of the press and broadcast media will take place through the years with facsimile.

NBC-TV talent presented an advertising pageant for the opening convention session Monday morning with *Today in the West,* the network's west coast weekday program, featuring a 10 minute segment saluting western advertisers. It was seen at the convention by a large screen projector. ABC-TV presented Lawrence Welk and his orchestra for Monday night entertainment at the Beverly Hilton and NBC-TV also supplied talent for the AAW president's banquet Wednesday night.

Winner of the N. W. Ayers three-minute speaking contest Wednesday noon was John Kimball, student at the U. of Utah and part-time employe at D. W. Evans & Assoc., Salt Lake City. The award was presented by Dore Schary, MGM Studio head, luncheon guest speaker. The convention voted to hold its annual meeting next year in Honolulu.

REMEDIES IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Bufferin (Young & Rubicam)	5	1	10	163
2.	Anacin (Ted Bates)	13	3	15½	144
3.	Alka-Seltzer (Geoffrey Wade)	5	3	9½	78
4.	Bromo-Seltzer (Lennen & Newell)	1	1	3	27
5.	Rolaids Antacid (Ted Bates)	(P)	1	1	19
6.	Pepto-Bismol (Benton & Bowles)	1	1	1	18
7.	Eno Antacid (Atherton & Currier)	(P)	1	3	14
8.	Bisodol (Sullivan, Stauffer, Colwell & Bayles)	2	1	1¾	12
9.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	1	1	3	10
10.	Phillips Tablets (Dancer-Fitzgerald-Sample)	1	1	1	8
11.	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	(P)	1	2	2

CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Alka-Seltzer (Goeffrey Wade)	5	4	52½	248
2.	Bufferin (Young & Rubicam)	5	2	14	174
3.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	1	4	17⅔	196
4.	Bromo-Seltzer (Lennen & Newell)	1	2	6	86
5.	Anacin (Ted Bates)	13	3	15½	60
6.	Rolaids Antacid (Ted Bates)	(P)	2	2	24
7.	Pepto-Bismol (Benton & Bowles)	1	1	1	20
8.	St. Joseph Aspirin (Lake-Spiro-Shurman)	—	1	½	11
9.	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	(P)	2	4	7
10.	Phillips Tablets (Dancer-Fitzgerald-Sample)	1	1	1	7
11.	Bisodol (Sullivan, Stauffer, Colwell & Bayles)	2	1	1¾	5

(P) Participations, as distinguished from sponsorship.

In the above summary, monitoring occurred the week ending May 19, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

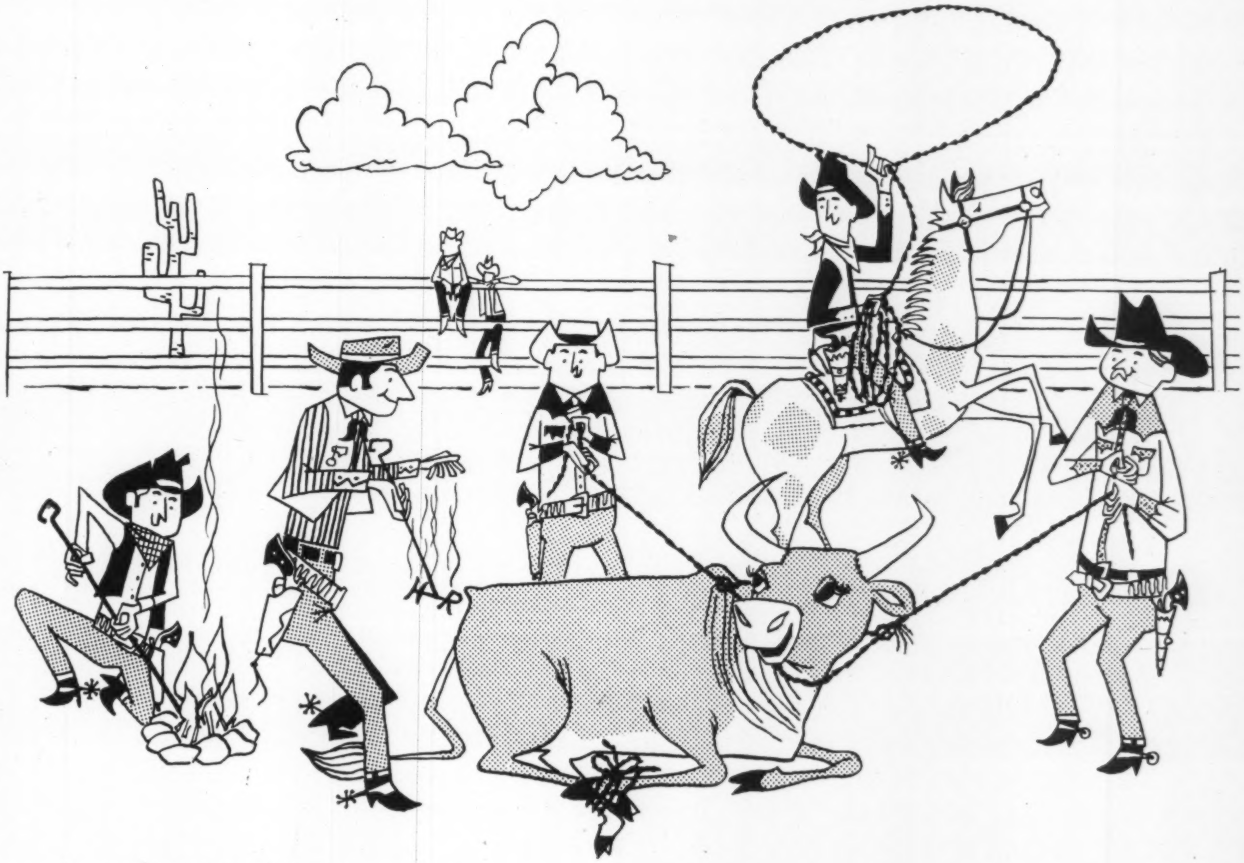
*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Kneip Meats Buying Spot

E. W. KNEIP Inc., Chicago independent meat packer, on behalf of its corned beef products, has purchased a series of five weekly spots on WNBQ (TV) Chicago. The firm will extend its television activity to Davenport, Des Moines, Cedar Rapids, Omaha and other markets in future months, with participations in cooking shows, according to its agency, C. L. Miller Co., Chicago. Present tv expenditures will run at the rate of $1,000 a month, it was reported.

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES, INC.

Yessir Podner! This H-R "Spread" is a workin' outfit. And that doesn't mean only the hired hands. There's a rule around here that even the bosses gotta work. And they do! The working partners that head up H-R are out on the "range" everyday, aroundin' up orders. No wonder this is the "brand" of representin' so many fine stations like. They know they'll get it at H-R because we "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

KLZ-TV dominates the Denver market!

34 out of top 50

A TELEPULSE REPORT
MAY

13 out of top 15 Non-Network Shows

11 out of top 15 Once-A-Week Shows

NON-NETWORK FILM SHOWS		
Life of Riley	31.4	KLZ-TV
Dr. Hudson's Secret Journal	29.2	KLZ-TV
Highway Patrol	26.7	Stat. B
I Led Three Lives	24.9	Stat. B
Mr. District Attorney	22.9	KLZ-TV
Celebrity Playhouse	22.7	KLZ-TV
Guy Lombardo	22.7	KLZ-TV
Wild Bill Hickok	22.7	KLZ-TV
Confidential File	22.4	KLZ-TV
Stories of the Century	22.2	KLZ-TV
Liberace	21.5	KLZ-TV
Range Rider	20.9	KLZ-TV
Crunch and Des	20.4	KLZ-TV
Buffalo Bill, Jr.	20.2	KLZ-TV
Studio 57	20.0	KLZ-TV

ONCE-A-WEEK SHOWS		
Ed Sullivan	47.7	KLZ-TV
$64,000 Question	46.5	KLZ-TV
What's My Line	37.0	KLZ-TV
George Gobel	35.4	Stat. B
I Love Lucy	34.9	KLZ-TV
Your Hit Parade	33.4	Stat. B
$64,000 Challenge	32.7	KLZ-TV
Life of Riley	31.4	KLZ-TV
Alfred Hitchcock	31.0	KLZ-TV
Climax	30.7	KLZ-TV
Disneyland	29.8	Stat. C
Jack Benny	29.7	KLZ-TV
Groucho Marx	29.4	Stat. B
Phil Silvers	29.4	KLZ-TV
Dr. Hudson's Secret Journal	29.2	KLZ-TV

More Quarter Hour *Firsts*—from sign-on to sign-off—seven days a week—than all other Denver TV stations combined.

CBS...IN DENVER
KLZ
TELEVISION
Channel 7

See the complete story! Call your KATZ man or wire Jack Tipton, general sales manager, KLZ-TV.

ABC-TV, TvB STUDIES IN AUTOMOBILE FIELD SHOW STRONG STANDING FOR TELEVISION

Network-sponsored Trendex survey finds that car dealers rank tv tops for drawing traffic to showrooms. TvB's questioning of customers draws even stronger conclusion. Both are part of major drive to convert automotive manufacturers to greater use of medium.

THE DEALERS SAY . . .

ALTHOUGH newspapers get the bigger slice of the national automobile advertisers' budget as compared to television, the automobile dealer is partial to the sight-and-sound medium in attracting customers to showrooms and as the preferred selling medium for the auto manufacturer.

A decided favor toward tv as the medium auto dealers like best is detailed in a new study prepared for ABC-TV by Trendex Inc. The data will be incorporated into an ABC-TV sales presentation that the network plans to unveil shortly before auto advertisers and their agencies in Michigan.

At a news conference in New York held last week in advance of the survey's release today (Monday), Donald W. Coyle, director of sales development and research at ABC-TV, noted that the study was instituted after much comment on the effectiveness of tv as a medium had followed remarks made by Ernest Jones, president of MacManus, John & Adams, Detroit, before the Pittsburgh AAAA council [B•T, April 9, 2]. Mr. Jones had questioned the ability of tv to move durable goods.

Julius Barnathan, ABC-TV's manager of research who detailed results of the study to newsmen, emphasized that they come at a time when the auto industry is having its second highest year of passenger auto production in the last five years.

The survey was conducted during the week of June 11, and covered interviews of 627 auto dealers in 16 major markets where newspaper penetration is the highest. The markets included Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Denver, Detroit, Kansas City, Los Angeles, Minneapolis-St. Paul, Nashville, New York, Philadelphia and Washington, D. C.

Only dealers of the five top auto makers were surveyed: General Motors, Chrysler, Ford, American Motors and Studebaker-Packard. Three questions were asked of each of the dealers as to which form of national advertising did the best job in bringing customers to the showroom; if factory and dealers had only one kind of national advertising to use, which would he recommend, and how would he rank the six media (radio, newspapers, magazines, outdoor, direct mail and television) in the order of preference if he was making up the national advertising budget of the factory.

It was revealed that all of the dealers, except Cadillac, were favorably inclined toward tv as a means of *selling* automobiles with the pattern indicating that "dealers who are supported by successful tv programs are the most enthusiastic toward tv."

Nearly half of all the dealers contacted favored tv as the medium that brings in most showroom traffic and as the medium that should take first preference for factory advertising. In the third category, that of using one medium, 43% selected tv while 46% preferred newspapers.

Breakdown on the question of the medium preferred by dealers as bringing in the most showroom traffic: tv, 48%; newspapers, 36%, and direct mail, 5%; if ony one medium was to be used: newspapers, 46%; tv, 43%, and direct mail, 5%; and in recommending media for factory advertising: tv, 49%; newspapers, 37%, and direct mail, 8%. (The other three media scored negligibly in the survey.)

Along with the survey results, ABC-TV disclosed figures which showed that television receives 28% of the automotive (national) advertising budget while 50% goes to newspapers, 2% for network radio, 14% for magazines and 6% for outdoor advertising. Mr. Barnathan pointed out that the tv figures include all costs (time and talent) of network and spot.

Narrowing the results further to the Big Three in the auto industry, General Motors, Ford and Chrysler, Mr. Barnathan reported the following data from dealer groupings made in assaying survey results:

Chrysler. These dealers favor tv most. (Chrysler's ad budget last year was 40% to newspapers and 42% to tv.) Using a combined newspaper-tv budget, the breakdown is 51% to tv and 49% to newspapers. Tv, moreover, was liked by 67% of the Chrysler dealers as doing the best job for the showroom (33% for newspapers—breakdown as to auto manufacture identity is confined to tv vs. newspapers, thus percentages add to 100%), 60% thought tv was the medium to use if the factory and dealer were restricted to one, and 69% named tv as the tops in preference (all six media were rotated in rank among the dealers' so as to prevent bias).

Ford (its ad budget last year was 52% to newspapers and 27% to tv). Combined basis, 66% to newspapers and 34% to tv. Tv among Ford dealers scored as follows: for the showroom, 65%; as only medium, 50%, and as the top medium preferred, 61%.

Because of the interest in Lincoln-Mercury (which sponsors the highly-successful *Ed Sullivan Show* on CBS-TV) a breakdown on these dealers was offered. (Its ad budget on a combined basis: 63% to newspapers and 37% to tv.) Tv, however, scored among dealers with these results: for the showroom, 86%; as only medium, 71%, and as top medium preferred, 74%.

General Motors. Dealers rated third in "enthusiasm" for tv. (GM's budget last year: 57% to newspapers and 19% to tv. Combined: 75% to newspapers and 25% to tv.) Television was voted by 49% as the best for showroom traffic, 41% as the sole medium and 49% as the top medium preferred. (Chevrolet, which allocates 29% to tv and its combined newspaper-tv budget, scored 64%, 51% and 58% in the respective question categories.)

ABC-TV has among its sponsors for next fall: Dodge Div. of Chrysler; American Motors; Chevrolet Div. of General Motors, and Ford.

THE CUSTOMERS SAY . . .

A NEW STUDY showing that television outranks newspapers—or any other medium—by almost 2 to 1 in getting prospective automobile purchasers into the showroom was revealed by Television Bureau of Advertising last week in special presentations to car makers and their agencies in Detroit.

The study was made in more than 40 markets in 26 states, with two-thirds of the interviews conducted at automobile showrooms and the rest among people who had shopped for cars in the past few months. Approximately 30% of the 565 shoppers interviewed actually did buy cars. And 58% of the total said they came there because of commercials they'd seen on television, as against 32% who attributed their interest to newspaper ads.

TvB President Oliver Treyz outlined highlights of the study—conducted for TvB by the Institute for Motivational Research—in a presentation to some 365 automotive executives, advertisers and agencies in Detroit Thursday, and also in separate showings to individual advertiser-agency groups.

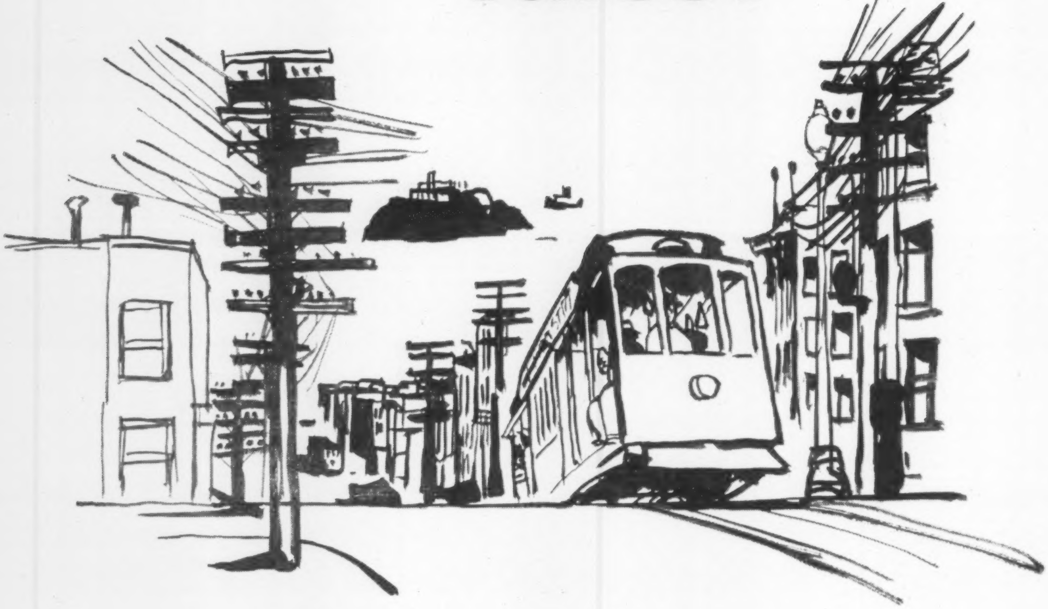
Mr. Treyz stressed that auto makers, who put approximately twice as much into newspapers as into television last year, are "underspending" in tv. "We believe," he said, "that the relatively light television promotion provides a dangerously weak underpinning for the gigantic marketing task of 1957.

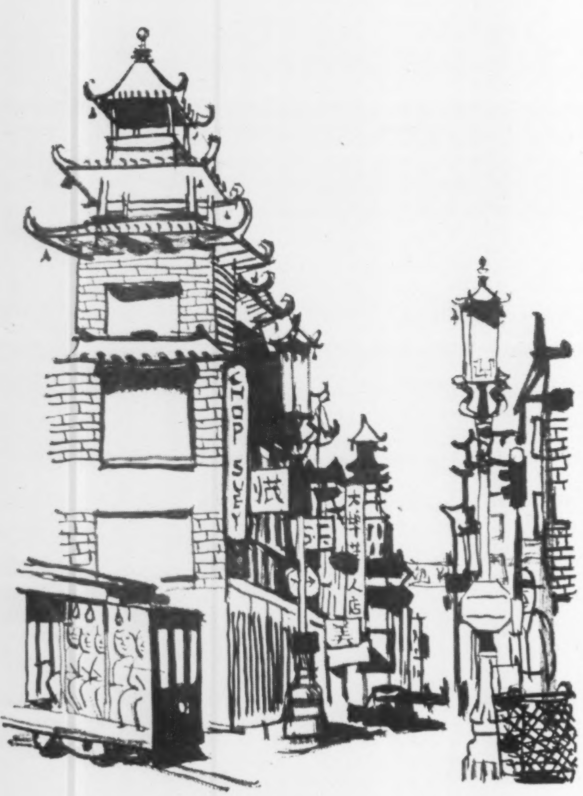
"It is apparent that one of the nation's most dynamic industries—the automotive—views the nation's most dynamic advertising medium—television—as a supplementary rather than a primary sales vehicle. It seems to us that the big question which faces Detroit in its 1957 model sales campaign is not nearly so much the share of sales established by the Buicks, Pontiacs, Mercurys and Chryslers, as it is the total sale of new cars, which, in turn, determines the automobile production rate.

"Automotive advertisers stand virtually alone

TARGET FOR TV: GIVEN THE CHANCE, IT CAN MOVE THOSE CARS

Setting for sales!





In "San Francisco Beat," even the very setting's exciting. Filmed on location in photogenic, steep-inclined San Francisco, it's a powerful, eye-filling show . . . combining the drama of real cases from the files of San Francisco's Police Department with the thrill of the chase through some of the world's dizziest, most breath-taking scenery. The uptilted streets . . . the Golden Gate . . . Chinatown . . . the waterfront and Fisherman's Wharf . . . it's a setting that puts extra wallop into every half hour of this action-laden film series.

And what a wallop the series packs! In the Albany-Schenectady-Troy area, "San Francisco Beat" is one of the top fifteen programs, drawing bigger audiences than such shows as Kraft Theater, Gobel, Martha Raye and Montgomery Presents. In film-happy Los Angeles, it's among the top ten syndicated films.* As "The Lineup" on the CBS Television Network, it has averaged a higher rating than "Dragnet" throughout the past season.**

"San Francisco Beat" provides a hard-hitting setting for your sales messages. Get details and market availabilities from the people who bring you the fastest-moving films in all television...

CBS TELEVISION FILM SALES, INC.

Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Atlanta, Dallas. In Canada: S. W. Caldwell, Ltd.

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*ARB, latest available reports **Trendex, Oct. 1955-May 1956

NEW SPOT

Tv character keys all-media sales drive

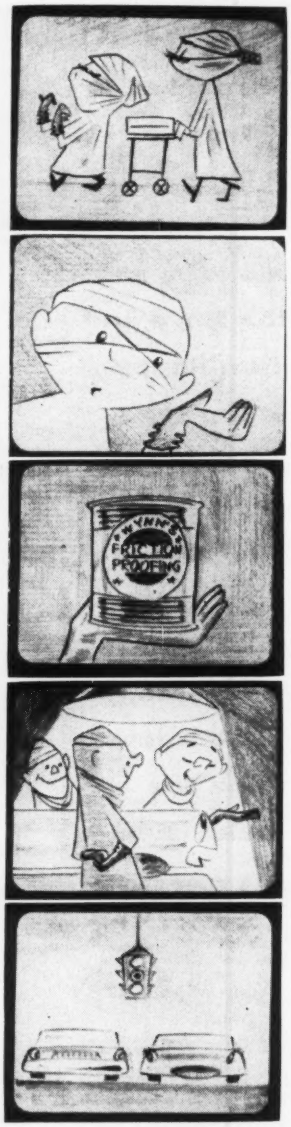
NOT ONLY does television drama set the theme for the upcoming major market tv campaign of Wynn Oil Co., Azusa, Calif., but the chief character of the new tv spot itself, "Auto Medic," sets the theme for copy in all other media, including radio, magazines, trade papers and point-of-sale. The national campaign will be placed by Kennedy, Walker & Wooten, Los Angeles, starting this month.

Earl Kennedy, partner in the agency named by Wynn earlier this year, thought up "Auto Medic," who would use the company's oil additive, Wynn's Friction Proofing, to get rid of sludge and carbon and make cars feel healthy again. He reasoned that most people could understand this idea easily even though they could not comprehend the chemistry of engine combustion and how the product helps improve engine operation.

The cartoon character, who is the hero of the successful operation on a "sick" car depicted in the tv spot, is being featured also in presentations to service station operators as part of the Wynn educational campaign to increase product identification. The tv spot will be used in one-minute, 20-second and 10-second versions. The animation was done by LaBrea Productions, Hollywood, under the supervision of Gail Papineau and his associates, formerly of Kling Studios.

Now being tested on KNXT (TV) Los Angeles, the Auto Medic spot opens with tense drama in a hospital operating room as the unseen patient on the operating table obviously is on the brink of expiration—from "auto anemia." Auto Medic enters with self-assured flourish, peers at the patient and with a groan of compassion quickly diagnoses the illness as metal ulcers caused by "the usual sludge, gums and friction spots." Confirming his observation by several clinical tests, Auto Medic calls for "auto plasma" and the nurse gives him a can of Wynn's Friction Proofing.

The patient recovers amid glad exclamations from the onlookers and is revealed to be a little car, now smiling. It zooms from the table and down a road, stopping at a light next to a little girl car and says: "Say, did I ever tell you about my operation?" After this line, the scene fixes on the stop light which becomes the round Wynn's Friction Proofing label.



in the allocation of the minor portion of their budgets to television. Among all national advertising categories, they stand alone in the failure to follow the trend toward heavier and heavier television viewing."

The showroom survey which TvB unveiled elicited not only car-shoppers' own reactions but also those of their wives, children and friends. Universally, it gave television a strong lead over newspapers as a prime factor in interesting them in new cars in the first place.

Asked to indicate what led them to visit the showroom, 58% nominated television and 32% newspapers, giving tv a lead of 1.8 to 1 (10% said "neither," "don't know," or gave other answers).

A breakdown of these answers according to make of car being shopped for showed tv with a 2.5-to-1 lead over newspapers in the case of Ford products; 1.6-to-1 ahead in the case of Chrysler makes, and 1.5-to-1 ahead in the case of General Motors cars.

The influence that wives exert also was explored—with results that led TvB officials to conclude that the role of wives in car-buying is more influential than many people think. And the shoppers indicated, in 67% of the cases, that wifely interest was aroused through television. This compares with 17% attributed to newspapers, giving tv a lead of 3.9 to 1 (16% gave other answers).

Similarly, about 43% of those having children mentioned that the children had expressed interest concretely in new cars, and 83% of these attributed the interest to tv as against 13% to newspapers, giving television a 6.4-to-1 advantage (4% gave other answers).

A total of 60% of the shoppers said they had heard friends discuss new cars. And of these, 63% attributed the friends' interest to television while 24% attributed it to newspapers, giving tv an advantage of 2.6 to 1 (13% gave other answers).

As a final query, interviewers played a "game" with the shoppers, asking how they would allocate a mythical $1 million budget among the four major media in order to reach the greatest number of "people like you" and bring them into the showroom. In this "allocation" television received 47% and newspapers 26%, while the rest was divided almost evenly between radio and magazines.

In the Detroit presentation, President Treyz was assisted by Gene Accas, TvB director of operations. W. D. Rogers Jr. of KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex., chairman of the TvB board, introduced the presentation, which included, in addition to the auto shoppers' survey, much of the material shown earlier by TvB to advertiser, agency and membership meetings in Chicago and New York [B•T, April 23, May 28]. Norman E. (Pete) Cash, vice president, and George Huntington, sales development director, also participated in the Detroit sessions.

Similar presentations are slated in Los Angeles July 10 and San Francisco July 12.

Dr. Leon Arons is TvB director of research.

Admiral Corp. Places $2.5 Million Order

IN what was described as "largest advertising schedule ever purchased on NBC-TV's participating program," the Admiral Corp., Chicago, has placed an order amounting to almost $2.5 million on the network's *Today* (Mon.-Fri., 7-9 a.m. EDT) and *Tonight* (Mon.-Fri., 11:30 p.m.-1 a.m. EDT), starting Sept. 3.

The NBC-TV order, which was disclosed simultaneously with a 52-week purchase by Admiral of ABC Radio's *Breakfast Club* (see story, page 74), was announced last week by George H. Frey, vice president in charge of NBC-TV sales, who pointed out that the schedule marks Admiral's initial use of the network's participating programs. Through its agency, Henri, Hurst & McDonald, Chicago, Admiral has bought daily announcements on the two programs for 52 weeks, covering a total of 520 participations.

Newspaper Ad Rates Gain Over Circulation Increases

AVERAGE net paid circulation of U. S. daily newspapers has increased 10.3% since 1946 while their average open line rate has gone up 52% and their average maximil rate up 37.8%.

This difference between newspaper circulation gains and their increases in rates is shown in a study issued by Assn. of National Advertisers last week and described by ANA as "the most comprehensive report ever made on daily newspaper circulation and rate trends."

Using an index of 100 as the 1946 base, the report shows that average net paid circulation of U. S. English-language dailies has increased steadily to 110.3 in 1956, while the average open line rate has gone to 152.0 and the average maximil rate to 137.8. The maximil rate represents the cost of one line of advertising per million circulation at the open or flat line rate, which is the maximum rate charged for national or general advertising.

Number of newspapers involved in this comparison was 1,566 in 1956 as against 1,490 in 1946.

Carnation Boosts Chamberlin

HUGH R. CHAMBERLIN has been appointed associate advertising manager for Carnation Co.'s evaporated milks, Paul H. Willis, vice president in charge of advertising, announced last week. Mr. Chamberlin will assist E. A. Gumpert, general advertising manager for Carnation on dairy products, in the supervision of advertising for Carnation evaporated milk and seven regional brands produced by the company. Prior to joining Carnation in Los Angeles, Mr. Chamberlin was associated with Procter & Gamble, where he helped introduce Pin-It home permanent, worked with Shasta cream shampoo and was assistant brand manager for Gleem toothpaste.

Stronger than ever...

The strongest, steadiest Pulse in the booming Pacific Northwest belongs to Radio KING.

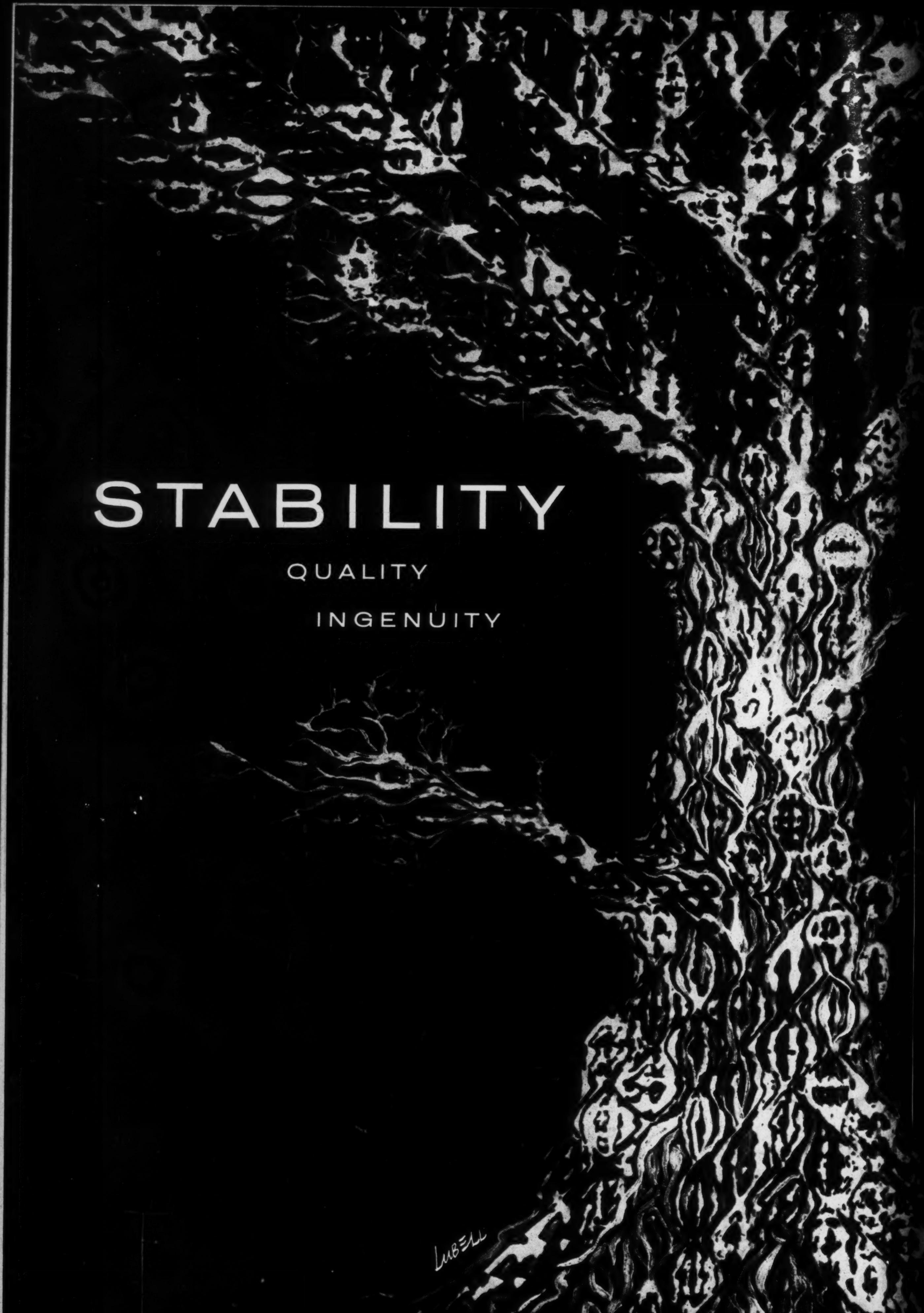
Pulse Inc. rates Radio KING first in the morning ... in the afternoon ... and, in the evening ... seven days a week.

This healthy report is from a 15 County Area Study taken by Pulse in March-April, 1956. The study measures radio audiences by time periods ... both in-the-home and out-of-home ... and covers all of Western Washington.

Hypo your sales in the important Puget Sound market with Radio KING. Ask your Blair rep for details.

50,000 Watts
ABC—Blair, Inc.

FIRST IN SEATTLE
Radio KiNG


STABILITY
QUALITY
INGENUITY
LUBELL

Radio and television are so vital a part of today's advertising economy that it's shocking to realize how very young they are. Broadcasting's growth has been electric; this business that chalked up over a billion dollars in time sales last year *didn't even exist* thirty-five years ago. Even more startling – the good right arm that wrote one out of every three of those sales-dollars didn't exist *twenty-five* years ago.

And yet it was just shy of twenty-five years ago that pioneering advertising men like Paul H. Raymer created the system of exclusive national broadcast representation. It's fair to say that the Paul Raymers built this way of doing business.

But it's not enough to build a business... to grow *with* it... or even to survive *in* it.

To satisfy broadcasting's voracious demands on its national spot arm – the Paul H. Raymer Company has traced a spiralling *growth* pattern... a pattern that outlines the only kind of stability that can stand up to competitive fire. It's been a growth in service and skills, in coverage and depth, in sales techniques and in men.

Most of all, perhaps, in responsibility to the stations it represents.

Few representatives can match the twenty-four year Raymer record of growth, progress and leadership in national spot sales.

PAUL H. RAYMER COMPANY, INC.

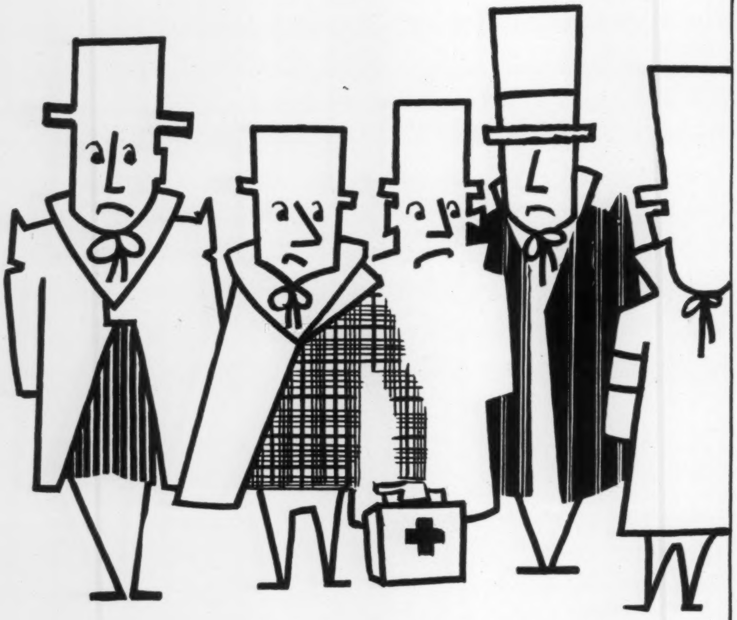
Exclusive National Representative Since 1932

NEW YORK · CHICAGO · LOS ANGELES

DALLAS · SAN FRANCISCO

DETROIT · ATLANTA

PAUL H. RAYMER
EST. 1932
COMPANY



Revlon, Hal March Face Broadway Producers' Suit

REVLON Inc., New York, the cosmetics manufacturer which hypoed sales with its *The $64,000 Question* on CBS-TV, found itself involved last week in a $250,000 suit that charges the firm with depriving two Broadway producers of the services of star Hal March.

The producers, Alexander H. Cohen and Ralph Alswang, charged in New York Supreme Court that Revlon persuaded Mr. March to break his contract to star in a forthcoming comedy, "The Brass Section." The star, according to the complaint, was signed for the show on March 8 and was to receive 10% of the gross box office receipts, but was "intentionally and maliciously" induced to breach the agreement so that he could take on an additional tv program for the firm. Mr. March, however, stated that as of the present he was not going to do another tv show for Revlon.

At the same time, the producers instituted a proceeding against Mr. March with the American Arbitration Assn. The play was to have gone into rehearsal late next month.

Revlon, which has 20 days to answer the complaint, said only that George Abrams, vice president in charge of advertising, had "categorically denied all of the allegations."

Mr. March was quoted variously as terming the suit as "ridiculous" in that Revlon used no coercion and as expressing himself "ready, willing and able" to start rehearsal no later than Aug. 15. Mr. March's attorney, Morton Becker of Jaffe & Jaffe, New York, told B•T that so far as he was informed, Mr. March was willing to star in the new Max Wilk comedy. Revlon's attorneys are Blumberg, Singer & Blumenthal, New York.

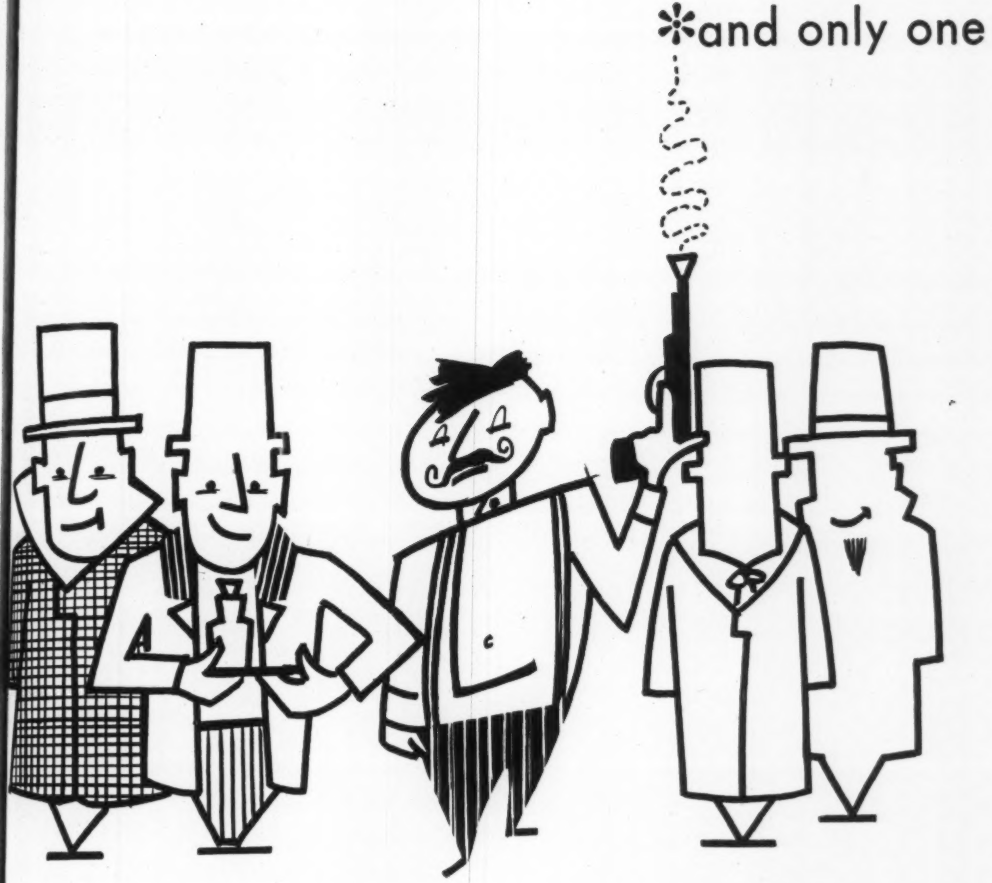
In a statement Wednesday, Mr. Cohen declared that "if this sort of conduct is to be tolerated," a producer could spend a year in preparing a play, hiring his star and "plan production around him," only to find the actor "can disregard his commitments merely by saying that he no longer wishes to honor his contract." Mr. Cohen asserted that Mr. March, and his representatives, vacillated as to carrying out the contract dependent "upon the daily progress of his negotiations with Revlon." The complaint against Revlon was prepared by Milton R. Weir, attorney with Cohen & Alswang, New York.

Slenderella Ups Budget, Buys CBS, ABC Radio Time

SLENDERELLA INTERNATIONAL, which recently upped its radio budget to $1.92 million [B•T, June 4], last week added another $250,000 to the total by purchasing participations on both CBS Radio and ABC Radio shows. On CBS—via its agency, Management Assoc. of Connecticut, Stamford—it signed a 13-week contract for three segments weekly of *The Bing Crosby Show, The Mitch Miller Show* and *The Galen Drake Show*. The contract, effective today (Monday), marks the first buy of Slenderella on CBS Radio, although it has bought time on both Columbia Pacific Network and local CBS stations.

It also has purchased segments of ABC Radio's morning serial program, *When a Girl Marries,* for 26 weeks, effective Aug. 6 (see story, page 74).

Meanwhile, CBS Radio also announced that Bronze Tan, a division of Shulton Inc., Clifton, N. J., through the Wesley Assoc. Inc., New York, had bought its first network radio campaign, effective last Friday. The suntan lotion will be featured on 15-minute portions of *The Arthur Godfrey Show* throughout July.



In the Baltimore market

one station*

delivers the most listeners

at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY

REPRESENTED BY JOHN BLAIR AND COMPANY

NOBODY'S LISTENING BUT PEOPLE

—4,115,000 EVERY MINUTE!

Five days a week, 12:00 noon to 2:45 pm, CNYT an average of 4,115,000 people a minute listen attentively to CBS Radio.

Mostly, they're homemakers, too busy for other advertising media. They're listening to the 11 dramatic serials that are the strongest lineup in all daytime radio.

In the course of one week, these programs reach one out of every four households in the U.S.

2:00-2:05
NEWS

From left to right:

12:00 N.	WENDY WARREN & THE NEWS
12:15 PM	BACKSTAGE WIFE
12:30 PM	ROMANCE OF HELEN TRENT
12:45 PM	OUR GAL SUNDAY
1:00 PM	ROAD OF LIFE
1:15 PM	AUNT JENNY
1:30 PM	YOUNG DR. MALONE
1:45 PM	GUIDING LIGHT
2:05 PM	RIGHT TO HAPPINESS
2:15 PM	SECOND MRS. BURTON
2:30 PM	THIS IS NORA DRAKE

this is the right time to buy...

THE CBS RADIO NETWORK

ARF STARTS STUDY OF COUNTY TV SETS

Figures to be based on Census Bureau and Nielsen surveys. No definite release date set.

THE Advertising Research Foundation last week began work on a project designed to produce individual county estimates of television households as of February 1956, similar to a tabulation released by ARF earlier this year [B•T, April 30] on tv households as of June 1955. The project will cost about $17,000, according to ARF, and is being underwritten by ABC, CBS-TV, NBC, NARTB and TvB.

The ARF report will be based on information obtained on television sets in 1956 by the U.S. Bureau of the Census in conjunction with its Current Population Survey, the foundation reported. ARF's general plan is to combine this information with data from the Nielsen Coverage Service as of March 1, 1956.

The statistical procedures to be employed are described as "similar" to those used in the earlier ARF tv household report, "U.S. Television Households by Region, State and County—June 1955." It was pointed out that "some modifications may be necessary."

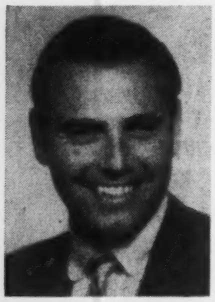
The foundation observed that it is "difficult" to predict the completion date of the project "before the census and Nielsen data are examined in detail to determine whether any unusual statistical problems may be involved," and added:

"If there are no unusual problems, then it is expected that county estimate computations will be completed by September. However, computation of standard errors depends in part on a calculation that only the Census Bureau can perform. Because of the heavy workload, including commitments to other U.S. government agencies, it is possible that the bureau may not be able to complete these calculations by the time the county estimates have been completed. Therefore, if ARF's technical committee decides that the standard errors should be included in the report, it may be that another month or two will be required for completion and publication of the report."

ARF reported it has made arrangements with the Census Bureau to add tv household questions to its August 1956 Current Population Survey questionnaires, with the cost being defrayed by the aforementioned underwriters. ARF added that it "does not now contemplate computing individual county estimates based on the August data."

Fried Named Doner V.P.

HERB FRIED, account executive for W. B. Doner & Co., has been appointed vice president in charge of the advertising agency's Baltimore office, it was announced last week.


MR. FRIED

Mr. Fried began his advertising career in 1946 with Foote, Cone & Belding, Chicago, served in various departments and was named account executive in 1952. From 1954 to 1955, he was an account executive for Weiss and Geller, Chicago, and joined Doner in the same capacity in 1955.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

July 7 (7-7:30 p.m.) *Gene Autry Show* William Wrigley Jr. Co., through Ruthrauff & Ryan.

NBC-TV

July 2-6 (3-4 p.m.) *Matinee,* participating sponsors (also July 9-13, 16-20, 23-27, 30-31).

July 4 (7:30-7:45 p.m.) *J. P. Morgan Show,* sustaining (also July 18).

July 4 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson (also July 11, 18, 25).

July 7 (8-9 p.m.) *Patti Page Show,* participating sponsors.

July 8 (5-5:30 p.m.) *Zoo Parade,* sustaining (also July 15, 22, 29).

July 12 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co., through J. Walter Thompson (also July 19, 26).

July 15 (7:30-9 p.m.) ***Sunday Spectacular,*** "The Bachelor," participating sponsors.

July 21 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors (also July 28).

July 22 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller, Smith & Ross.

July 23 (8-8:30 p.m.) ***Producer's Showcase,*** "Rosalinda," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

July 29 (9-10 p. m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co., through Young & Rubicam.

[Note: This schedule will be corrected to press time of each issue of B•T]

Ted Bates Announces Changes In Its Radio-Tv Department

NEW assignments in the radio-tv department of Ted Bates, New York, were announced last week by James C. Douglass, vice president and director of the department.

Changes include Herbert Gunter, vice president, who becomes director of television commercials in addition to continuing to work with copy and account groups and supervising all commercial film production; Thomas F. McAndrews Jr., assistant vice president, who was named director of operations, supervising all programming and live commercial production; Thomas W. Hanlon who becomes assistant director of the film department, and Robert Margulies, formerly with Young & Rubicam, who was appointed a film producer.

Brother Adv. Agency Expands

THE D. P. Brother advertising agency, Detroit, has expanded its office space to 32,000 sq. ft. and combined its staff into two adjacent buildings on the same floor level. The agency's offices in the General Motors Bldg., and the Argonaut Bldg., are connected by an overhead bridge. Other company offices are located in New York and Los Angeles.

No Bait-Switch Ads On Networks, BBB Says

INDISCRIMINATE attacks on the telecasting industry for so-called "bait-switch" advertising is unjustified because these criticisms fail to distinguish between network practices and those followed by some independent stations, according to the June issue of the *News Bulletin* of the National Better Business Bureau Inc.

The lead article in the publication declared the bureau "knows of no case where 'bait-switch' advertising has appeared on any of the three national tv networks." It pointed out that each of the three tv networks maintains full-time continuity departments or divisions which are "scrupulous in their denial of broadcasting facilities to fraudulent advertisers," and each network rejects "very substantial revenue in the form of proffered advertising which is held to be not in the public interest."

"The continuity acceptance experts of the three networks are in daily contact with the National Better Business Bureau," the article revealed. "During 1955, for example, they sought the assistance of the bureau in determining the reliability of advertisers and their products or the validity of proposed advertising claims in more than 700 instances."

The article said that "the only instances" of "bait-switch" broadcasts specifically cited in criticisms coming to the NBBB's attention have occurred on non-network broadcasts. It added that the bureau "does not suggest that all, or a majority, of local stations, independent or otherwise, have been guilty of such practices."

Judge Rules Out Indictment Charging False Advertising

INDICTMENT of four men on charges of "bait" advertising on television was dismissed in Chicago Criminal Court June 22 as "too vague and evasive."

Judge Wilbert F. Crowley quashed the indictment against Irving Rocklin, president of Rockling Irving & Assoc.; Ira Segall, copywriter at the agency; Irwin Cole, president of Cole-Finder (automobile agency), and Kenneth Sieg, former Cole-Finder salesman. Judge Crowley claimed the indictment contained "no particulars for an attorney to defend against."

The indictment was returned by the Cook County (Ill.) grand jury after an investigation by the Chicago Better Business Bureau, which cited tv commercials aired on WNBQ (TV) that city Feb. 25 and 27. The original charges were broadened to include the advertising agency at the request of State Attorney John Gutknecht [AT DEADLINE, May 28; B•T, April 30].

Kenyon & Eckhardt to Open Regional Office in Atlanta

KENYON & ECKHARDT, New York, is establishing a regional advertising office at 795 Peachtree St., N.E., Atlanta, according to William B. Lewis, president. Until now, K&E has maintained a service operation in Atlanta for the handling of Lincoln-Mercury Dealers Assoc.

Other accounts to be serviced initially in the new office are Pepsi-Cola, RCA television and radio sets, RCA-Whirlpool washers, dryers and other appliances. "K&E's move to Atlanta is in recognition of our clients' needs for strong regional merchandising support. Also K&E expects to service out of its Atlanta office new advertisers with top calibre advertising developed especially for their needs," Mr. Lewis said.

The Prestige Station of Wichita, Kansas

KANS

NBC

Announces the Appointment of

SIMMONS ASSOCIATES, Inc.

NEW YORK
270 PARK AVENUE
MURRAY HILL 8-2821
DAVID N. SIMMONS

CHICAGO
333 NORTH MICHIGAN AVE.
DEARBORN 2-2375
GALE BLOCKI, JR.

As National Sales Representatives

July 1, 1956

RCA INTRODUCES A COMPLETELY

"FAMILY" OF AUDIO

A model to "fit" every station requirement . . .

ALL HAVE "BUILT-IN" POWER SUPPLIES, MONITORING AMPLIFIERS AND SPEAKER RELAYS

Here is a "family" of three consolettes that give you the widest choice of facilities ever offered. All have printed-wiring amplifiers in modular construction, providing the utmost in circuit uniformity and performance. Each model has its own "built-in" power supply (the BC-6A has two). Each has built-in monitoring amplifiers and speaker relays.

INSTALLATION IS QUICK, EASY...INEXPENSIVE

The "self-contained" feature of all three models makes them easy to install. There is no need for costly external wiring and "hunting" for a place to mount such items as power supplies, monitoring amplifiers and speaker relays. The reduction of external wiring minimizes the chance of stray hum pick-up greatly improving system performance.

CONVENIENT OPERATION

The low height of each consolette affords maximum studio visibility . . . no stretching to observe cues. Relaxed wrist comfort is provided by mixer controls on the right slant . . . at the right position above the desk top. RCA-developed finger-grip knobs provide convenient, positive control and are color coded for "function identity."

Tilt-forward front panel permits quick accessibility to mixer pads and spring contacts; makes maintenance easy.

EASE OF MAINTENANCE

Routine maintenance time is reduced by the quick accessibility of all components . . . easy-to-clean mixer pads, simple-to-adjust leaf-spring contacts on key and push-button switches. This is achieved by a snap-off top cover and a tilt-forward front panel, in addition to strategic placement of components.

RCA MATCHED STYLING PERMITS EXPANDABILITY

Styled with 30-degree sloping panels which match previous equipments such as the BC-2B consolette, BCM-1A mixer, and compatible among themselves, a wide range of augmented facilities is possible. Paired BC-5As provide dual channel operation and extended facilities. Addition of the BCM-1A mixer to any of these consolettes is simple and provides added microphone inputs.

THEY WORK WELL INTO CUSTOM ARRANGEMENTS

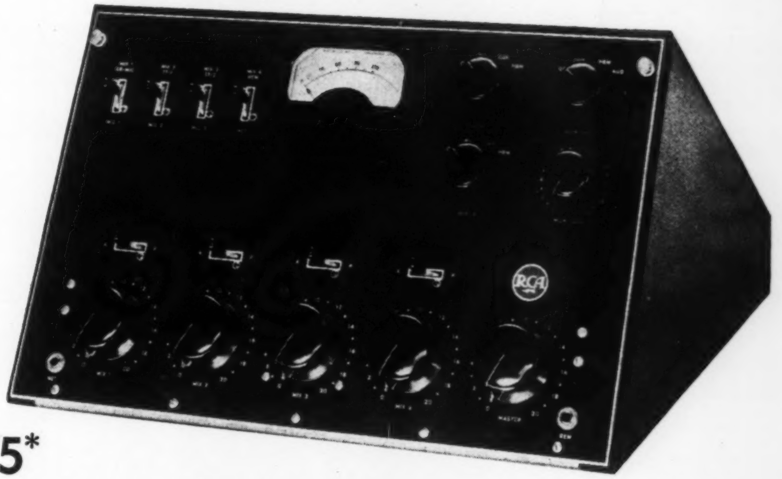
Simple functional design and "engineered" compactness makes any number of custom installation arrangements possible. A custom "U" arrangement of two BC-5As flanking a BCM-1A mixer is possible. The 30-degree front panels match the slope of video control equipment making them suitable for use in television studio custom applications as well as in radio.

Ask your **RCA** *Broadcast Sales Representative for detailed information*

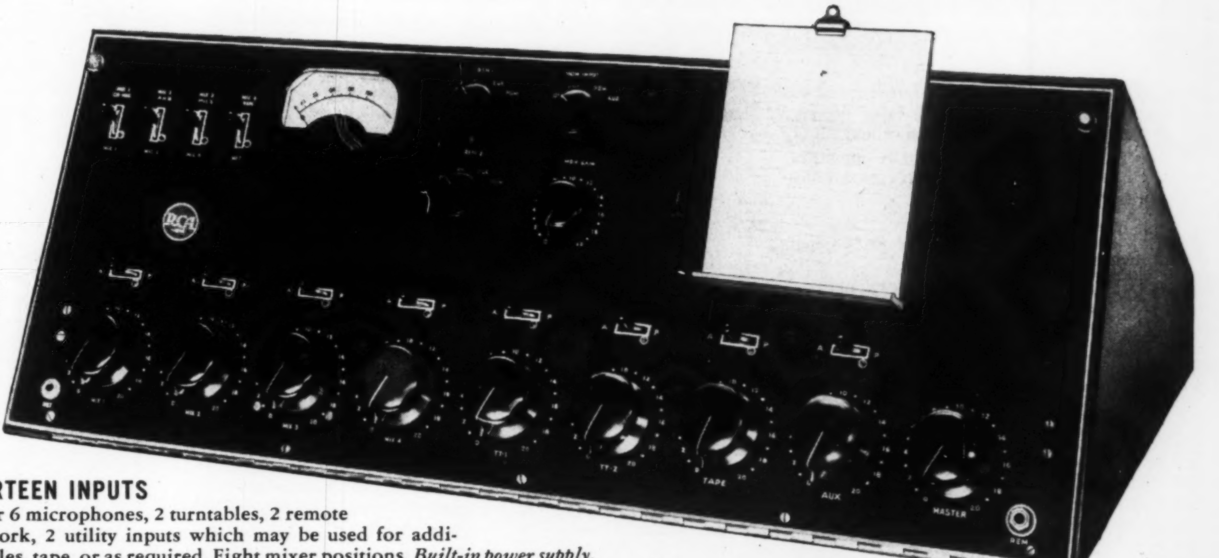
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

NEW CONSOLETTES


RCA
MASTER
REM

BC-5A NINE INPUTS
—facilities for 4 microphones, 2 turntables, 2 remote lines, 1 network or tape. 4 mixer positions. *Built-in power supply.* Easily expanded for dual channel use by "pairing." Block building lends "custom touch" when paired with existing BC-2B's................ **$875***


RCA
TAPE
AUX
MASTER
REM

BC-3B THIRTEEN INPUTS
—facilities for 6 microphones, 2 turntables, 2 remote lines, 1 network, 2 utility inputs which may be used for additional turntables, tape, or as required. Eight mixer positions. *Built-in power supply.* Easily expanded for dual channel use by pairing with BC-5A. Convenient script rack. **$1095***

RCA
MASTER
SINGLE CHANNEL
DUAL CHANNEL
REM CUE PHONE
OVERRIDE
NETWORK
REMOTE INPUT
REMOTE
PHONE
MON

BC-6A TWENTY-TWO INPUTS
—facilities for 10 microphones, 2 turntables, 2 tape, 2 film, 5 remote lines, 1 network. *Dual or single channel operation* with "split-mixer" faders. Master fader controls both channels simultaneously. Ideal for binaural broadcasting. Nine mixer positions. *Two built-in power supplies* (one for each channel) for greater reliability. Two monitoring channels, one for program monitoring and talkback, one for cueing and feeding background to studios. Convenient script rack. **$1750***

**Less Tubes—Prices subject to change without notice.*

Amoco Buys More Spots

AMERICAN OIL Co. will up its radio-tv budget for the year in excess of $1 million by buying 14 five-minute spots on NBC Radio's *Monitor* each weekend starting next Saturday. The segments will feature a "top tune of the week," up-to-the-minute sports news with NBC's Lindsey Nelson and a series of Bob and Ray commercial satires. In addition to the *Monitor* purchase, Amoco will launch a 26-week spot radio campaign in 44 eastern markets, starting today (Monday), through its agency, The Joseph Katz Co., New York and Baltimore [AT DEADLINE, June 18]. Firm also is retaining its Friday 10:30-11 p.m. slot on CBS-TV with a summer replacement show for *Person-to-Person* (see story, page 98).

Lorillard Appoints Yellen

MANUEL YELLEN, west coast sales manager, P. Lorillard Co. (Old Gold, Kent cigarettes and other tobacco products), New York, last week was named to succeed Alden James, who recently resigned as advertising director of the firm.

Mr. Yellen has been with Lorillard since 1933, beginning as a salesman, later became divisional sales manager at Cleveland, and, after service in the U. S. Navy, was appointed by Lorillard as head of the firm's west coast sales operations.

D'Arcy Names Four V.P.'s

ELECTION of four new vice presidents and one new director was announced last week by D'Arcy Adv. Co., New York. Newly-elected vice presidents are Gene M. Cowall, art director, St. Louis; Dean Coyle, art director, New York; Lee White, account supervisor on Anderson, Clayton & Co. Foods Div. and Vern Eastman, manager of Los Angeles office.

The new director is James B. Orthwein, who has been a vice president of the company for 10 years in the St. Louis office.

13th Year for Gillette

GILLETTE CO., Boston, has renewed sponsorship of the *Cavalcade of Sports* on NBC-TV and NBC Radio on Friday, starting at 10 p.m. EDT, effective Sept. 27, it was announced last week by George H. Frey, vice president in charge of sales for NBC-TV. Maxon Inc. is the agency. According to NBC-TV, this marks the 13th year that the boxing bouts have been sponsored by Gillette on the network, starting on a local basis on WNBT (TV) New York (now WRCA-TV) on Sept. 29, 1944.

AGENCY APPOINTMENTS

Halco Products Inc. (Southern Gold orange juice, other citrus products), Orlando, Fla., appoints Kenyon & Eckhardt, N.Y.

A. Goodman & Sons Inc. (noodles, other products), Long Island City, N. Y., formerly handled by Al Paul Lefton Inc., N.Y., to Doyle Dane Bernbach, N.Y.

Gibraltar Savings & Loan Assn., Beverly Hills, Calif., names Dreyfus Co., L.A.

SPOT NEW BUSINESS

American Tobacco Co. (Lucky Strike cigarettes), N. Y., through BBDO, N. Y., preparing 52-week television spot announcement campaign in limited number of markets.

LATEST RATINGS

ARB

TOP TV SHOWS, JUNE 1-7

Rank	Program	Sponsor	Agency	Network	Stations	Time	Rating
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	50.5
2.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	48.7
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	46.5
		General Foods	Young & Rubicam		157		
4.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	41.0
		Revlon	C. J. LaRoche				
5.	What's My Line?	Jules Montenier	Earle Ludgen	CBS	70	Sun., 10:30-11	36.8
		Remington-Rand	Young & Rubicam		111		
	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs. 8-8:30	36.8
7.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	34.8
8.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	34.3
9.	Perry Como	Armour	Tatham-Laird	NBC	81	Sat., 8-9	33.0
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		International Cellucotton	Foote, Cone & Belding		90		
		Noxzema	SSC&B		95		
		Toni	North Adv.		91		
	Alfred Hitchcock	Bristol Meyers	Young & Rubicam	CBS	110	Sun., 9:30-10	33.0
	Lineup	Brown & Williamson	Ted Bates	CBS	176	Fri., 10-10:30	33.0

Rank	Program	Viewers	Rank	Program	Viewers	Rank	Program	Viewers
1.	Ed Sullivan	48,370,000	5.	Perry Como	31,830,000	8.	I've Got a Secret	27,400,000
2.	$64,000 Question	39,540,000	6.	George Gobel	28,330,000	9.	You Bet Your Life	27,350,000
3.	I Love Lucy	38,400,000	7.	December Bride	27,530,000	10.	What's My Line?	26,440,000
4.	$64,000 Challenge	33,460,000						

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NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING MAY 26)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	15,403
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	15,184
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	14,235
		General Foods	Young & Rubicam		157		
4.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	12,994
5.	Lux Theatre	Lever Brothers	J. Walter Thompson	NBC	129	Thurs., 10-11	12,374
6.	Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10	11,936
7.	Cavalcade of Sports	Gillette	Maxon	NBC	161	Fri., 10-10:45	11,790
8.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	11,790
		American Dairy	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
9.	Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	11,644
10.	Perry Como Show	Armour	Tatham-Laird	NBC	81	Sat., 8-9	11,534
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		International-Cellucotton	Foote, Cone & Belding		90		
		Noxzema	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	North Adv.		91		

Rank		‡ Average Audience Tv Homes Reached (000)	Rank		* Total Audience % of Tv Homes Reached	Rank		* Total Audience % of Tv Homes Reached
1.	$64,000 Question	14,235	1.	$64,000 Question	43.7	1.	$64,000 Question	40.4
2.	I Love Lucy	13,213	2.	Ed Sullivan Show	43.2	2.	I Love Lucy	37.2
3.	December Bride	12,045	3.	I Love Lucy	40.0	3.	December Bride	34.3
4.	Ed Sullivan Show	11,717	4.	December Bride	37.0	4.	Ed Sullivan Show	33.4
5.	Ford Theatre	10,731	5.	Lux Theatre	35.8	5.	$64,000 Challenge	30.9
6.	GE Theatre	10,512	6.	Cavalcade of Sports	34.2	6.	Ford Theatre	30.4
7.	$64,000 Challenge	10,439	7.	Ford Theatre	33.8	7.	GE Theatre	30.2
8.	I've Got a Secret	10,330	8.	Perry Como Show	33.3	8.	I've Got a Secret	29.8
9.	Cavalcade of Sports	10,184	9.	Disneyland	33.2	9.	Cavalcade of Sports	29.5
10.	Dragnet	10,147	10.	Jack Benny Show	33.2	10.	A. Hitchcock Presents	29.4

[Details on programs in preceding three tables, but not listed in top table]

General Electric Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30
$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30
	Revlon	C. J. LaRoche			
I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9
Alfred Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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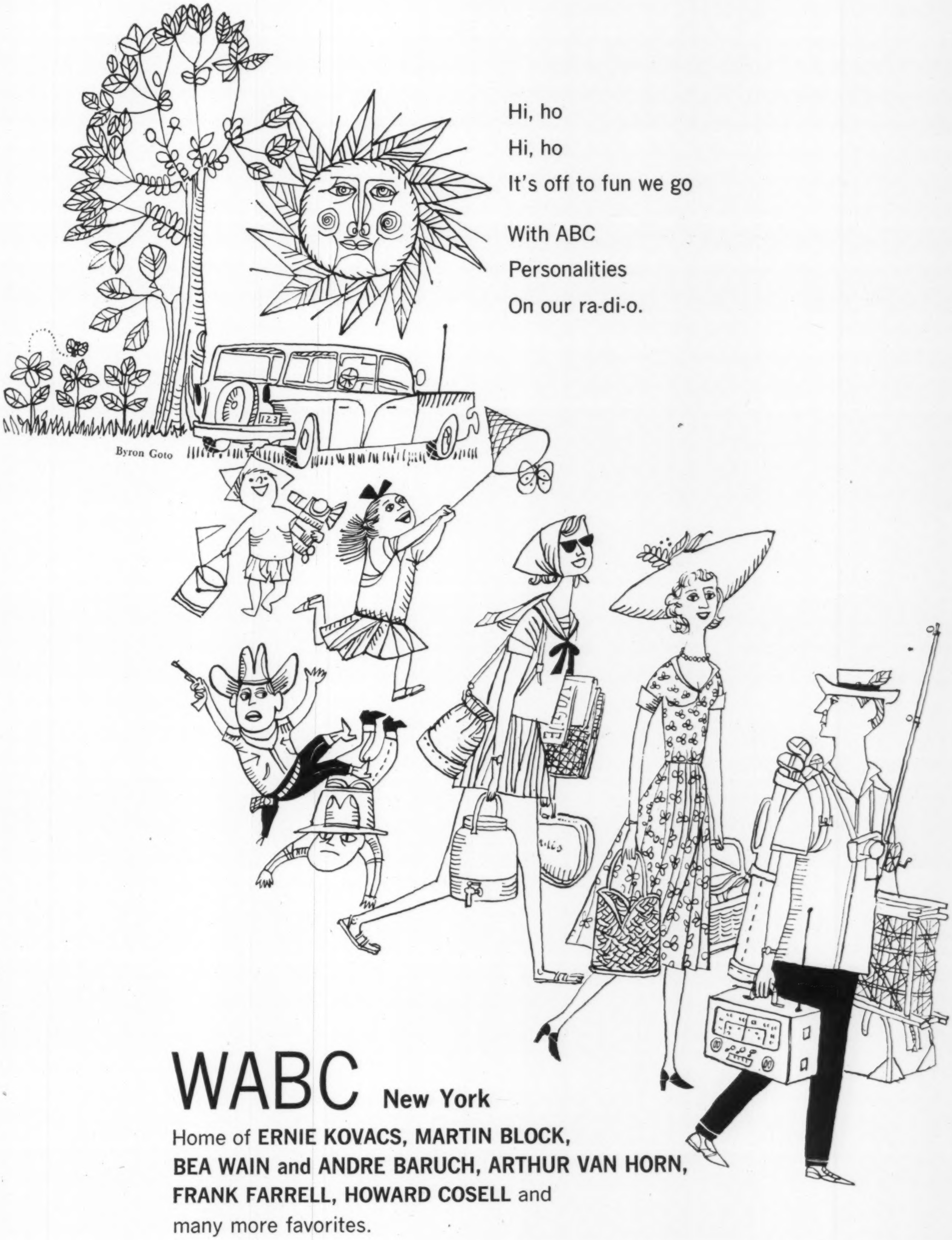
TOP RADIO SHOWS (2 WEEKS ENDING MAY 12)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
	Evening, Once-a-week					(Average for All Programs)	(662)
1.	Dragnet	RCA	Kenyon & Eckhardt	NBC	185	Tues., 8-8:30	1,656
2.	Our Miss Brooks	Toni	North Adv.	CBS	203	Sun., 8-8:30	1,608
3.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,608
4.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,561
5.	News & Gene Autry	William Wrigley Jr.	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,324
6.	Edgar Bergen	CBS Columbia	Ted Bates	CBS	200	Sun., 7-8	1,277
7.	People Are Funny	RCA	Kenyon & Eckhardt	NBC	177	Thurs., 8-8:30	1,277
		Brown & Williamson Tobacco Co.	Ted Bates				
		Realemon	Rutledge & Lillianfeld				
8.	Truth or Consequences	RCA	Kenyon & Eckhardt	NBC	177	Wed., 8-8:30	1,230
		Realemon	Rutledge & Lillianfeld				
9.	Edgar Bergen	Brown & Williamson	Ted Bates	CBS	200	Sun., 7-8	1,183
10.	True Detective Mysteries	Participating	sponsors	MBS	489	Mon., 8-8:30	1,183

(Continues on page 52)



Hi, ho
Hi, ho
It's off to fun we go
With ABC
Personalities
On our ra-di-o.

WABC **New York**

Home of **ERNIE KOVACS, MARTIN BLOCK, BEA WAIN and ANDRE BARUCH, ARTHUR VAN HORN, FRANK FARRELL, HOWARD COSELL** and many more favorites.

Represented nationally by **JOHN BLAIR & CO.**

NIELSEN (Cont'd from page 50)

Evening, Multi-Weekly					(Average for All Programs)	(710)
1. News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,419
2. One Man's Family	Participating	sponsors	NBC	182	Mon.-Fri., 7:40-8	1,372
3. Lowell Thomas	United Motor Service Division of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,088
Weekday					(Average for All Programs)	(1,183)
1. Helen Trent	Toni	North Adv.	CBS	185	Tues. & Thurs. & Mon. & Wed., alt. wks., 12:30-45	1,797
	General Foods	Young & Rubicam				
2. Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	1,797
3. Wendy Warren	Philip Morris	The Biow Co.	CBS	191	Alt. Days, Mon.-Fri., 12-12:15	1,797
4. Wendy Warren	Hazel Bishop	Raymond Spector	CBS	189	Alt. Days, Mon.-Fri., 12-12:15	1,797
5. Helen Trent	Toni	North Adv.	CBS	185	Alt. Weeks, Mon. & Wed., Tues. & Thurs., 12:30-45	1,750
	General Foods	Young & Rubicam				
6. Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	1,750
7. Arthur Godfrey	American Home Products	Young & Rubicam	CBS	201	Thurs., 10:30-45	1,703
8. Arthur Godfrey	Campana	Erwin Wasey	CBS	195		1,656
9. Young Dr. Malone	Chesebrough	J. Walter Thompson	CBS	112	Alt. Days, Mon.-Fri., 1:30-45	1,656
	Toni	North Adv.		189		
	Carter Products	Ted Bates		186		
10. Young Dr. Malone	Same sponsors as	above				1,656
Day, Sunday					(Average for All Programs)	(474)
1. Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	1,041
2. Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	851
3. News						851
Day, Saturday					(Average for All Programs)	(662)
1. Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,561
2. Robert Q. Lewis	Milner	Gordon Best	CBS	198	Sat., 11:55-noon	1,277
3. Allan Jackson—News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 12-12:05	1,230

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PULSE

TOP REGULARLY SCHEDULED ONCE-A-WEEK-TV SHOWS

Program	Sponsor	Agency	Network	No. of Stations May	No. of Stations Apr.	Day & Time	Rating May	Rating Apr.
1. $64,000 Question	Revlon	BBDO	CBS	165	165	Tues., 10-10:30	44.5	45.4
2. Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	180	Sun., 8-9	44.2	44.3
3. I Love Lucy	Procter & Gamble	Biow	CBS	155	155	Mon., 9-9:30	40.6	40.2
	General Foods	Young & Rubicam		157	157			
4. You Bet Your Life	DeSoto	BBDO	NBC	157	157	Thurs., 8-8:30	35.7	36.3
5. $64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	111	Sun., 10-10:30	33.2	30.1
	Revlon	C. J. LaRoche						
6. Perry Como	Armour	Tatham-Laird	NBC	81	81	Sat., 8-9	33.1	32.8
	Dormeyer	John W. Shaw		82	82			
	Gold Seal	Campbell-Mithun		86	86			
	International Cellucotton Prod.	Foote, Cone & Belding		90	90			
	Noxzema Chemical	Sullivan, Stauffer Colwell & Bayles		95	95			
	Toni	Weiss & Geller		91	91			
7. Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	180	Wed., 7:30-8:30	32.7	34.8
	American Dairy	Campbell-Mithun						
	Derby Foods	McCann-Erickson						
8. Jack Benny	American Tobacco	BBDO	CBS	172	172	Sun., 7:30-8	32.7	33.4
9. Jackie Gleason	Buick Div. of General Motors	Kudner	CBS	187	187	Sat., 8-8:30	32.0	32.5
10. December Bride	General Foods	Benton & Bowles	CBS	183	181	Mon., 9:30-10	31.0	31.4
11. Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	157	169	Thurs., 8:30-9	30.8	30.2
12. Climax	Chrysler	McCann-Erickson	CBS	162	162	Thurs., 8:30-9:30	29.9	32.9
13. GE Theatre	General Electric	BBDO	CBS	153		Sun., 9-9:30	29.5	—
14. What's My Line?	Jules Montenier	Earle Ludgin	CBS	70	70	Sun., 10:30-11	29.4	29.1
	Remington Rand	Young & Rubicam		111	111			
15. Phil Silvers	R. J. Reynolds	Wm. Esty	CBS	169		Tues., 8-8:30	28.5	—
	Amana Refrig.	Maury, Lee & Marshall		151				
16. Fireside Theatre	Procter & Gamble	Compton	NBC	132	132	Tues., 9-9:30	27.7	28.4
17. Caesar's Hour	American Chicle	Dancer-Fitzgerald-Sample	NBC	116		Mon., 8-9	27.1	—
	Helene Curtis	Earle Ludgin						
	Remington Rand	Young & Rubicam						
18. This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133	133	Wed., 9:30-10	27.0	27.2
19. Lux Video Theatre	Lever Brothers	J. Walter Thompson	NBC	129	129	Thurs., 10-11	26.9	26.5
20. Medic	Dow Chemical	MacManus, John & Adams	NBC	81		Mon., 9-9:30	26.7	—
	Procter & Gamble	Dancer-Fitzgerald-Sample		84				
	General Electric	BBDO		84				
20. Robt. Montgomery	S. C. Johnson	Needham, Louis & Brorby	NBC	98		Mon., 9:30-10:30	26.7	—
	Schick	Warwick & Legler						

TOP TEN REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

1. Mickey Mouse Club	segmented sponsors and various agencies		ABC	94	94	Mon.-Fri., 5-6	19.7	19.9
2. Guiding Light	Procter & Gamble	Compton	CBS	113	113	Mon.,-Fri., 12:45-1	11.8	12.1
3. Search For Tomorrow	Procter & Gamble	Biow	CBS	125	125	Mon.-Fri., 4-4:15	11.0	10.8
4. Love of Life	American Home Prod.	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-12:30	10.5	10.3
5. Valiant Lady	General Mills	D-F-S	CBS	97	97	Mon.-Fri., 12-12:15	10.1	9.9
	Toni	North Adv.		71	71			
	Wesson Oil	Fitzgerald		99	99			
	Scott Paper			70	70			
6. Arthur Godfrey	participating sponsors and agencies		CBS	99	99	Mon.-Thurs., 10-11:30	9.6	9.7
7. News Caravan	Plymouth	N. W. Ayer	NBC	116	116	Mon.-Fri., 7:45-8	9.4	9.8
	R. J. Reynolds Tob.	Wm. Esty						
8. Big Payoff	Colgate-Palmolive	Wm. Esty	CBS	121	121	Mon.-Fri., 3-3:30	9.1	9.3
9. CBS-TV News	Whitehall	SSC&B	CBS	75	75	Mon.-Fri., 6:45-7	9.1	9.2
	American Tobacco							
10. Pinky Lee	participating sponsors and agencies		NBC	70		Mon.-Fri., 5-5:30	9.0	—

Standard Brands (Hunt Club Dog Food), N. Y., planning extension of television spot announcement campaign in three markets—Bay City, Mich.; Toledo, Ohio, and Fort Wayne, Ind.—starting July 2 for about 20 weeks. Ted Bates Inc., N. Y., is agency.

Clairol Inc. (hair preparation), N. Y., will sponsor *The Rosemary Clooney Show* for "double exposure" each week on WPIX (TV) and WRCA-TV, both New York. Exact time and date program will be presented will be announced shortly. Agency is Foote, Cone & Belding, N. Y.

Quaker City Chocolate & Confectionery Co., Philadelphia, has bought CBS-TV Film Sales *Brave Eagle* tv film series in seven markets, starting in early fall. Through Adrian Bauer & Alan Tripp Inc., Phila., Quaker City will sponsor series in New York, Philadelphia, Detroit, Cleveland, Chicago, Pittsburgh and either Baltimore or Washington.

NETWORK NEW BUSINESS

Union Carbide & Carbon Corp., N. Y., has signed as third advertiser for *Omnibus* on ABC-TV Sunday evenings, starting in the fall. Other advertisers on show continue to be Aluminium Ltd. and J. P. Stevens & Co. Union Carbide's agency is J. M. Mathes Inc., N. Y. Network expects to sell fourth portion of show shortly.

Gulf Oil Corp. (Gulf-Spray), Pittsburgh, sponsoring this summer 30 7½-minute portions of CBS Radio daytime programs, divided among *Romance of Helen Trent, Young Dr. Malone* and *This Is Nora Drake,* effective June 25. Agency: Young & Rubicam, N. Y.

Mogen David Wine Corp., through Weiss & Geller, both Chicago, signed for ABC-TV's *Treasure Hunt,* new $25,000 tv quiz program starring Jan Murray. Premiere for *Treasure Hunt,* scheduled Fridays, 9-9:30 p.m. EST, is Sept. 7.

William Wrigley Jr. Co. (chewing gum), through Ruthrauff & Ryan, both Chicago, has dropped option on Sunday, 6-6:30 p.m. EDT time slot on CBS Radio (vacated this spring following Gene Autry's retirement from radio) and purchased strip of five quarter-hour daytime shows for 52 weeks on CBS. New series, titled *Just Entertainment,* will be heard Mon.-Fri., 2:45-3 p.m. EDT, effective today (Monday), replacing *Aunt Jenny,* which moves to 1:15-1:30 p.m. EDT. Star of new series is Pat Buttram, veteran of old Autry show.

Simoniz Co., Chicago, and **American Tobacco Co.,** N. Y., both through Sullivan, Stauffer, Colwell, & Bayles, N. Y., will sponsor *Best in Mystery,* which occupies the summertime spot of *Big Story* on NBC-TV (Fri., 9-9:30 p.m. EDT), starting July 13.

NETWORK RENEWALS

Aluminum Co. of America, through Fuller & Smith & Ross, both Pittsburgh, has renewed NBC-TV's *Alcoa Hour* (alternate Sundays, 9-10 P.M. EDT) for another year, effective Oct. 14.

Toni Co., Div. of Gillette Co., through North Adv., both Chicago, has renewed three CBS Radio daytime serials for another year, effective June 25. Programs are *Romance of Helen Trent, Young Dr. Malone,* and *This Is Nora Drake.*

Liggett & Myers (L&M cigarettes), through Dancer-Fitzgerald-Sample, both N. Y., will continue to sponsor *Gunsmoke* throughout summer, Saturdays, 10-10:30 p.m. EDT on CBS-TV. Cigarette manufacturer announced earlier it

ask yourself

these questions before you buy a syndicated film show

1. **DEPENDABLE ?**

2. **MERCHANDISEABLE ?**

3. **PROMOTABLE ?**

4. **ADAPTABLE ?**

Q. 1. Is it a **dependable** program—*a tried and proven audience builder of the same high quality every week?*

Q. 2. Is it a **merchandiseable** program—*will it work for you right through to point-of-purchase?*

Q. 3. Is it a **promotable** program—*will it attract a steady following readily and hold it week after week?*

Q. 4. Is it an **adaptable** program—*flexible enough to suit programming needs in a variety of time periods?*

A. The answer is YES—every time—when you select an audience-proven syndicated hit from NBC TELEVISION FILMS. Every show is a top *television attraction*—tailored to TV's exacting requirements and starring *outstanding personalities*. You're always sure of a program that will build large and loyal followings quickly—when you buy from NBC TELEVISION FILMS.

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada: RCA Victor, 225 Mutual Street, Toronto.

1. **Badge 714**
2. **Steve Donovan, Western Marshal**
3. **Crunch and Des**
4. **The Great Gildersleeve**

NBC Television Films

Programs for
All Stations—
All Sponsors

A DIVISION OF KAGRAN CORPORATION

would continue alternate sponsorship of *Do You Trust Your Wife?* on Tuesdays, 10:30-11 p.m. EDT, also on CBS-TV.

Radio Bible Class, Grand Rapids Mich., through John M. Camp & Co., Wheaton, Ill., has renewed *Radio Bible Class* on ABC Radio, (Sun., 8-8:30 a.m. EDT), effective July 1.

A&A PEOPLE

Joseph R. Burton, associate copy director, J. Walter Thompson Co. Chicago office, **Willard J. Loarie** and **John V. Sandberg,** account representatives, all elected vice presidents. **William Rega,** radio-tv director at Campbell-Mithum Inc., Chicago, to Thompson, same city, as creative writer.

William E. Palmer, merchandising executive at William Esty Co., N. Y., has been appointed vice president of agency. Before joining Esty last year, Mr. Palmer was general manager of consumer products, Ball Bros. Co., Muncie, Ind. **George T. Hobgood,** account executive, Manning Public Relations, N. Y., to William Esty Co., N. Y., as member of publicity staff.

MR. PALMER

MR. CLELAND

Philip A. Cleland, vice president, account supervisor on General Foods Corp. and member of plans board, Benton & Bowles, N. Y., to C. J. LaRoche & Co., N. Y., as account supervisor.

William H. Steele, vice president and senior account executive on Pepsodent tooth paste, L. A. office of Foote, Cone & Belding, to N. Y. office as account group manager for Rheingold beer.

John O'Brien, formerly with Ruthrauff & Ryan and also head of own marketing counseling service, and **Bridg Griswold,** formerly account executive on National Sugar, Fletcher D. Richards, N. Y., appointed account supervisor, Regent Cigarettes and account executive, package products, respectively, at MacManus, John & Adams, N. Y.

U. E. Gallanos, The Biow Co., N. Y., to Joseph Katz Co., as account executive.

Graham Rohrer, formerly director of specialty sales and advertising, Georgia-Pacific Plywood Co., N. Y., to Needham, Louis & Brorby Inc., N. Y., as account executive. **Barker Lockett,** formerly senior writer at Leo Burnett Co., Chicago, to radio-tv department of Needham, Louis & Brorby Inc., same city. **Robert E. Ingalls,** formerly with Grant Adv. Inc., Chicago, to Chicago copy department of N L & B.

Burton Kessler, office manager at Beltone Hearing Aid Co., Chicago, appointed advertising and promotion manager of firm.

Henry George, assistant copy chief, Frank Block Assoc., St. Louis, named account executive, succeeding **Jack M. Rafield,** vice president and account executive, resigned to return to N. Y.

Philip B. Hinerfeld, account executive, The Biow Co., N. Y., to Kenyon & Eckhardt Inc., N. Y., in similar capacity. **Albert F. Remington,** previously advertising manager of Studebaker-Packard Corp.'s Packard-Clipper Div., and **Bruce E. Miller,** formerly advertising-merchandising director for Plymouth Div. of Chrysler Corp., to new Detroit office of K&E. **Alberta Gilinsky,** formerly freelance research and psychology teacher at Tufts and Vassar Colleges, to K&E, N. Y., as assistant account research supervisor. **Harold Wallis,** formerly with Geyer Adv., N. Y., and **Richard Whitson,** formerly with McCann-Erickson, N. Y., also have joined agency as art director and assistant tv art director respectively. **John Hickey,** media department of N. Y. office, transferred to Detroit as media buyer.

Fremont J. Knittle, vice president in charge of marketing and merchandising, Robert Orr & Assoc., N. Y., to Ted Bates & Co., as market development manager.

Russell R. Parker, formerly vice president and copy chief at Burnet-Kuhn Adv. Co., Chicago, to copy staff of Aubrey, Finlay, Marley & Hodgson Inc., same city.

Mary Forrest, North Adv., Chicago, to Gordon Best Co., that city, as timebuyer.

Russ Nordstrom to Jackson, Haerr, Peterson & Hall Inc., Peoria, Ill., as art director of agency's Minneapolis office.

Wallace J. Gordon, Ruthrauff & Ryan Inc., Chicago, to creative department of Walker B. Sheriff Inc., same city, as copy group-supervisor.

Michael Hitzig, public relations director and advertising manager, Lambretta Div., The Innocenti Corp., to publicity and promotion dept., Grey Adv., N. Y.

Rolf Jensen, formerly with Biow Co., N. Y., to Warwick & Legler, N. Y., as art director.

Robert C. Wilson, advertising department, J. L. Hudson Co., Detroit department store, to creative staff of Zimmer, Keller & Calvert Inc., Detroit.

Nancy Webb, formerly with Bernard L. Lewis, N. Y., to BBDO, N. Y., in public relations department as publicity account executive for Maine Sardine Industry.

Clare Acton, formerly copywriter with *Chicago Tribune,* and Montgomery Ward & Co., to copy department of Waldie & Briggs Inc., Chicago.

Mrs. Janice Stapleton, Screen Gems, **Mrs. Anita Fisher,** Al Paul Lefton Co., and **Nan Braman,** McManus, John & Adams, Detroit, to copy staff of J. M. Mathes, N. Y., agency. **John Burt,** public relations officer, Brookhaven National Laboratory, Upton, L. I., to Mathes public relations department.

James M. Mathes, chairman, J. M. Mathes, N. Y., advertising agency, elected director of Otarion Inc., Dobbs Ferry, N. Y., manufacturer of hearing aids, acoustical testing devices and other electronic products.

A&A SHORTS

Foote, Cone & Belding will open Detroit office in next few months to handle advertising for Ford's new medium-priced automobile, now being designed and engineered.

Rocklin Irving & Assoc., Chicago, has announced resignation of Cole-Finder Mercury (Chicago automobile dealer) account.

AN INTRODUCTORY tv spot and newspaper advertising campaign for Spud cigarettes [B•T, June 25] is discussed by (l to r) Roger M. Greene, director of advertising for Philip Morris Inc.; David Ogilvy, president of Ogilvy, Benson & Mather, advertising agency for Spud, and Joseph F. Cullman III, executive vice president of Philip Morris. Initial advertising on tv and in the press for the new Philip Morris product will appear the week of July 23 on the West Coast and in Hawaii and Alaska.

Roxie Bell, 21-year-old student at Fresno State College, Calif., chosen by Assn. of Advertising Men & Women from among 56 top advertising seniors, representing colleges from coast to coast, as outstanding advertising student in America, 1956.

Research Co. of America, N. Y., distributing 15th annual edition of *Brewing Industry Survey* giving sales, consumption, production and other figures and data on industry in U. S., Canada and Mexico.

Frank B. Sawdon Inc., N. Y., agency for Robert Hall Clothes, moved to larger quarters at 60 E. 56th St., N. Y. Telephone: Plaza 1-2156. Move was stimulated, agency says, by increased activity of Hall account. Robert Hall plans to open additional 22 outlets in 17 cities coast-to-coast, bringing total number of stores to 240 in 140 cities.

Fairfax Adv., N. Y., has retained Monroe B. Scharff & Co., 270 Park Ave., N. Y., as public relations counsel.

Remington Arms Co., Bridgeport, Conn., elected subscriber to Advertising Research Foundation, N. Y.

Wellman-Buschman Co., Cleveland, elected to membership in American Assn. of Advertising Agencies.

Compton Adv. Inc., N. Y., moved to 625 Madison Ave. Telephone: Plaza 4-1100.

McKim Adv. Ltd., Toronto, moved to 1407 Yonge St.

Albert Frank-Guenther Law Inc., N. Y., has opened branch in L. A., under direction of Russell H. Clevenger, transferred from N. Y. New office is at 1308 Wislhire Blvd.

Aubrey Williams Adv. Inc., New Orleans, moved to 923 Barracks St.

MAP

Means

MAXIMUM AUDIENCE PENETRATION

. . . and that's exactly what WPRO-TV (channel 12, Providence, R. I.) delivers in a Southeastern New England area of over *1 million* television homes. WPRO-TV offers *survey-proved* Maximum Audience Penetration of not one, but *three* major markets – PROVIDENCE, R. I., *plus* FALL RIVER and NEW BEDFORD, MASS. For proof, ask BLAIR-TV! For results, use WPRO-TV.

WPRO TV

PROVIDENCE, RHODE ISLAND

CHANNEL 12

316,000 WATTS

Ask your Blairman

NTA TELLS ABOUT ITS FILM NETWORK

New York conference sketches broad outline of film-for-time arrangement, said to have 50 stations signed, 25-35 others in prospect for October start.

PLANS of the long-heralded NTA Film Network were disclosed last Thursday by Ely A. Landau, president of National Telefilm Assoc., New York, parent company, at a news conference last week in New York.

A broad outline of the network plan was presented by Mr. Landau during testimony before the Senate Commerce Committee in Washington two weeks ago [B•T, June 25]. During last week's news conference he answered reporters' questions on details. He insisted his new operation constitutes "a fourth television network," though he acknowledged to several unconvinced newsmen that it was not a network in the conventional sense of the word.

He reported that 50 stations have signed affiliation agreements, and expected to have between 75 and 85 affiliates by October, when the film network will begin operation. He said the station client list is expected to cover 60-75% of the country's tv homes, pointing out that contracts have not been signed as yet with stations in the 12 top markets having four or more tv outlets. Mr. Landau listed Cincinnati, Denver, San Diego, Richmond and Savannah as some of the markets in which the film network will operate, but did not specify call letters. A client list, he said, will be released in a few weeks.

Under NTA's film network plan, affiliates will be given a station library of 500-800 films, including features, serials and short subjects, in exchange for a minimum of one and one half hours of time weekly which NTA will offer for sale to national advertisers. Mr. Landau revealed that the time will vary from market to market but will be "prime feature film time." Most of the contracts, he said, will be for 78 weeks.

Under questioning, Mr. Landau revealed that neither the library to be turned over to stations nor the option time programming will include the feature films produced by 20th Century-Fox, J. Arthur Rank, David O. Selznick or the Paramount short subjects library. He said the affiliates' library will consist of other features and short subjects NTA already has, or is in the process of acquiring. He reported the option time programming will be "first-run superspectaculars" of "a quality never before available to tv on a continuous programming basis." He indicated the time period would be filled with "quality feature films," and said he would be "more specific" on the subject in a week.

In larger markets, such as New York and Los Angeles and perhaps others, the NTA Film Network is in the process of developing a "multi-affiliation" concept, Mr. Landau said. Without going into much detail, Mr. Landau said that in New York, for example, the NTA Film Network might sign contracts with two affiliates, under which the same feature film could be played at the same time, giving a sponsor a "saturation" pattern applicable in a large market.

The network, Mr. Landau stated, will tap program sources outside of the parent company to obtain the "best programming." He stressed the point that the film network is "completely autonomous" from the parent company, and NTA will continue to make its film programming available to its syndication clients.

At the outset, he said, the network will supply only film programming, but added that "we are exploring and do expect to program live major sporting events" and "we expect to supply an up-to-the-minute major news service on film."

The question was raised whether NTA intended to enter the station ownership field, and Mr. Landau said it was NTA's "hope" to be "involved in multiple station ownership before the year 1956 draws to a close." He did not elaborate on this point.

Officers of the NTA Film Network will be similar to those of NTA with Mr. Landau as president; Oliver A. Unger, executive vice president; Harold Goldman, vice president, and Edythe Rein, vice president and secretary. In addition, the operating head of the film network will be Raymond E. Nelson, vice president and general manager.

Screen Gems' 'Lancers' Sold to General Foods

CLAIMING a new high in national sales for any tv organization, Columbia Pictures' tv subsidiary, Screen Gems Inc., has sold the Herbert B. Leonard production *Tales of The 77th Bengal Lancers* to the Jello Div. of General Foods Corp. for 1956-57 season it was announced Thursday in Hollywood by Ralph Cohn, vice president and general manager of Screen Gems. New series makes the ninth Screen Gems package to be sold for network telecast next season. *Lancers* will be scheduled Sundays, 7-7:30 p.m. John H. Mitchell, vice president in charge of sales for Screen Gems, and Rob Erickson, vice president of Young & Rubicam, Jello agency, concluded negotiations.

Producer Leonard also will have two other Screen Gem packages on the networks next season. His *Adventures of Rin Tin Tin* will be sponsored on ABC-TV by National Biscuit Co., and *Circus Boy* will be sponsored on NBC-TV by Reynolds Metals Co. Other Screen Gems package for next season include filmed portion of CBS-TV *Playhouse 90, Ford Theatre* on ABC-TV, *Father Knows Best* on NBC-TV for Scott Paper Co., *Tales of the Texas Rangers* on CBS-TV for General Foods and *Captain Midnight* on CBS-TV for Ovaltine. Screen Gems currently has eleven other programs in spot syndication field.

'Dr. Christian' Sales Made

REGIONAL and station sales for Ziv Television Programs' new *Dr. Christian* series were announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Tv.

Total number of markets on the regional transactions was not available pending station clearances, but Hekman Biscuit Co., Grand Rapids, Mich., has signed for its entire midwest marketing area, with Detroit, Cleveland, Toledo, Grand Rapids, and Youngstown already set. Adolph Coors Co. (Coors beer) has bought the series for the entire Rocky Mountain area, plus five Texas markets.

Film Firm Holds Seminars

A WEEKLY SERIES of television film seminars, to which advertisers and agencies are invited, is being conducted by Keitz & Herndon Film Co., Dallas. The Dallas staff of Ruthrauff & Ryan attended the first session a fortnight ago. At a typical session, visitors watch a demonstration of each step in the production of a filmed television spot.

VARIETY SHOW
CBS

You Reach the Home-Folks When You Ride the "Locals"

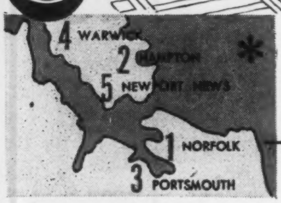
It had an 18.2 rating in February 1956 Telepulse.

It is available for Class "C" Participations Monday, Tuesday, Wednesday and Friday, 4:30-5:00 P.M. (Sorry, Thursday is sold.)

It is VARIETY SHOW . . . WTAR-TV's own low-cost, spritely half-hour that's doing such "nip-ups" for Advertisers that it takes two people to sort the fan mail!

TALENT . . . Em-Ceed by *Jeff Dane*, singing personality who's been on "The Steve Allen Show", "Toast of the Town", "All Star Review." He's abetted by lovely *Ruth Raye*, the combo and a host of local talent.

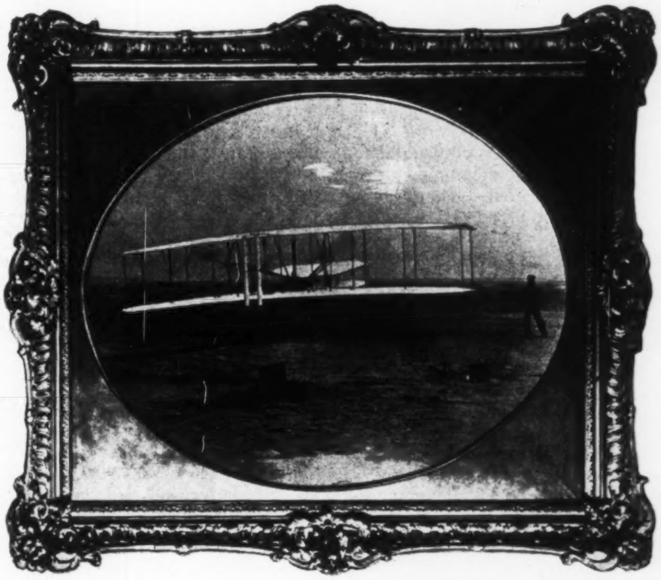
To get the full story of VARIETY SHOW that sells WTAR-TV's five city* market . . . write or call your Petry man or WTAR-TV, Norfolk, Va.



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

60 seconds is all it takes...



For centuries man tried unsuccessfully to fly. Yet, in less than 60 seconds of staying aloft with their heavier-than-air machine, the Wright Brothers made history. Mankind was no longer earthbound.

Today, to get *your* sales campaign off the ground and winging—whether you're selling transportation . . . for a time-saving business trip to the North, or a flying vacation plan to the South—or any other service . . . 60 seconds is all it takes on Spot Radio.

Spot Radio costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice.

60 seconds— or *less* is all it takes to sell *more* with the right, bright buy—Spot Radio.

WSB	**Atlanta**
WFAA	**Dallas-Fort Worth**
WIKK	**Erie**
KPRC	**Houston**
WJIM	**Lansing**
KARK	**Little Rock**
WISN	**Milwaukee**
KSTP	**Minneapolis-St. Paul**
WTAR	**Norfolk**
WIP	**Philadelphia**
WRNL	**Richmond**
KCRA	**Sacramento**
WOAI	**San Antonio**
KFMB	**San Diego**
KMA	**Shenandoah**
KTBS	**Shreveport**
KVOO	**Tulsa**
ABC	**Pacific Radio Regional Network**

Texas Quality Network

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

KRON-TV Buys Warner Films

IN A TRANSACTION estimated at almost $1 million, KRON-TV San Francisco last week purchased the Warner Bros. library of feature films and cartoons from Associated Artists Productions, New York. Bob Rich, AAP general sales manager, who announced the sale, noted that the library currently is sold in 40 markets.

Negotiations on the transaction, said to be KRON-TV's largest film purchase, were conducted by Norman Louvau, KRON-TV sales manager, and Robert Kronenberg, AAP western division manager. The sale included three groups of Warner features, comprising 174 films; 337 Warner cartoons, and 234 "Popeye" cartoons.

FILM PEOPLE

Leo Salkin, UPA Pictures writer, cartoonist and director, UPA Pictures, Burbank, Calif., named managing director of UPA Pictures Ltd., London.

Fred Ahern, recently in executive capacity with RKO Pathe in New York, appointed assistant supervisor of television operations for RKO Radio Pictures' television film service unit, Culver City, Calif.

Clyde L. Krebs, formerly sales promotion manager and account executive at Sarra Inc., Chicago, appointed vice president in charge of Chicago operations for Galbreath Picture Productions Inc., Fort Wayne, Ind. He will headquarter in Board of Trade Bldg., 141 W. Jackson Blvd.

Hal Davis, formerly head of West Coast Adv. and previously with KVAR (TV) Mesa-Phoenix, to John A. Ettlinger Assoc., Hollywood, western states film distributor. He will handle agency sales of syndicated film properties in Los Angeles and San Francisco and will be station account executive in southwestern U. S.

James J. Kelly, formerly merchandising manager of WABC-TV New York, appointed account executive in commercials division of Guild Films Co., N. Y. **Geoffrey Bernard,** previously head of sales for Associated Rediffusion, London, named sales representative in Britain for Guild Films.

William Kirshner, formerly producer-director-writer at WKAR-TV East Lansing, Mich., to Capital Film Productions, same city, in similar capacity.

Grant Atkinson, formerly head of tv department, Campbell-Mithun Inc., Chicago, signed by Fred A. Niles Productions, Chicago, as writer-producer for series of industrial films.

FILM SALES

Screen Gems Inc., N.Y., announces sale of "Hollywood Movie Parade" package of 104 Columbia Pictures' feature films to 25 additional stations. Total sales on package now number 63.

Cheryl Tv Corp., Hollywood, has sold tv package of 20 feature movies in 20 new markets in past 60 days, making total sales in 141 markets for subsidiary firm of Realart Pictures Corp., which handles theatrical reissue of Universal films.

Sterling Brewers Inc., Evansville, Ind., in its first tv advertising effort, has purchased MCA TV Film Syndication's *The Rosemary Clooney Show* for six southern and midwestern markets. Sterling will sponsor series for 52 weeks in Indianapolis, Evansville, Nashville, Tenn., Chattanooga, Tenn., Louisville, Ky., and Terre Haute, Ind. Agency is Smith, Benson & McClure, Chicago.

NATIONWIDE WIRE NETWORK IN PROSPECT UNDER PLAN SPARKED BY TELEPROMPTER

Members of broadcasting industry would have instantaneous communication system at command for number of uses. One of most interesting: adaptation to national rating setup giving verdict on a show 15 minutes after it's aired.

FORMATION of a nationwide, privately-owned broadcasting industry wire communications network appeared closer to reality this week with the announcement that an organization committee, comprising some of the nation's leading broadcasters, has been established.

The announcement was made last week and followed a closed meeting earlier last month in Washington.

The prospective private wire communications system is planned to provide facilities interconnecting radio-tv stations, networks, station representatives, advertising agencies and programmers. The estimated $3.5 million non-profit system would be financed cooperatively by the users, with Western Union furnishing the equipment and wire facilities. The idea was sparked by TelePrompTer Corp., maker of visual prompting aids for performers on television or those making public addresses. The proposed system would be called the Program Communications Wire Assn.

Expected to report back in a month or six weeks on questions of incorporation, finance, and operation, the organizational committee comprises the following:

Henry Grossman, CBS; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; Fred Houwink, WMAL-AM-FM-TV Washington, D.C.; William Hedges, NBC; Kenyon Brown, KFEQ-TV St. Joseph, Mo.; C. Howard Lane, KOIN-AM-TV Portland, Ore.; William H. Fay, WHAM-AM-TV Rochester, N. Y.; John Fetzer, Fetzer Broadcasting Co.; Donald H. McGannon, Westinghouse Broadcasting Co.; Payson Hall, Meredith Publishing Co. stations; Ernest Lee Jahncke, ABC; Merle Jones, CBS; Edward Codel, Katz Agency; Leonard Reinsch, Cox stations, Peter Levathes, Young & Rubicam, and Edward L. Saxes, CBS. Irving B. Kahn, president of TelePrompTer Corp., was chosen as temporary chairman.

Messrs. Lane, Houwink and Brown are chairman of their respective network affiliates committees.

Within the next two weeks, Western Union personnel throughout the nation will call on stations to study traffic loads and cost of present systems which would be supplanted by the proposed association wire. Notification of this survey will be sent to affiliates by their respective networks this week. Results of the survey will be collated by Western Union and reported back to the organizational committee next month. Meanwhile, similar studies will be made among representatives, agencies, advertisers and networks.

Similar to other private line communications systems used in the banking and aeronautical industries (and by a number of major manufacturers), it is estimated the system would utilize 35,000 miles of line to link 500 cities. Five message centers would be established—in New York, Chicago, Los Angeles, Dallas and Atlanta. Flexibility would be assured so that any subscriber could send a message to any other individual subscriber or to multiples or to all. Punched tape would be used to speed messages. The system could be used, it was explained, for time clearances, orders, messages, etc. The possibility that it could be used for an instantaneous rating service was also raised.

Mr. Kahn told B•T that after the system was fully operating, he envisioned many uses for it beyond that of a rapid message exchange for time clearances and other such traffic. It would be ideally adaptable to a national rating setup to provide ratings much faster and from a bigger sample of homes than existing services provide.

Mr. Kahn said the TelePrompTer company had already perfected a small device which could be placed in selected homes and would forward television tuning information from the individual set to a central point. The tuning information collected almost instantaneously from sample homes in each market could then be transmitted through the communications network to a tabulating center in New York. It is Mr. Kahn's estimate that within 15 minutes after a given program's conclusion a rating would be obtainable, with perhaps as many as 50,000 homes in the total national sample.

Cost of operation of the communications network would be about $1.5 million yearly, it was estimated. Savings over present use of teletype service is clearly indicated, it was explained.

TelePrompTer has shown its proposals to members of the Radio-Television Executives Society in New York and before an NARTB convention last year. "This intra-industry private wire will be infinitely faster than any other service now available and, because of its automatic design, considerably less expensive," Mr. Kahn commented. "It provides the means for quick transmission of integrated data. Further, we anticipate that the use of the system will lead to standardization of certain routine messages, thus providing basic savings to the industry."

COST CUTTER

AT THE Washington demonstration a fortnight ago, Irving B. Kahan, TelePrompTer president, listed what he said were conservative estimates of how the proposed Program Communications Wire Assn. would cut message costs.

He said ABC, CBS and NBC now were averaging a minimum of $1 per message using present internal communications. If they used the new system, their average message cost would be cut to 47.7 cents initially. After the system was in full operation, the average cost would be reduced to 27 cents.

PROGRAM SERVICE PEOPLE

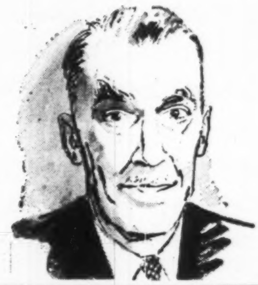
John Coburn Turner, 41, assistant director of Ford Foundation Tv-Radio Workshop and administrator of *Omnibus* show, died June 22 in St. Luke's Hospital, N. Y., after brief illness.

Mark Knight, regional membership executive for Associated Press in California, Arizona and Nevada, appointed correspondent in Fresno, Calif., with responsibility for area radio stations and newspapers.

The Fund for the Republic is pleased to announce

the Winners of the 1956

ROBERT E. SHERWOOD AWARDS



for television programs
dealing with
freedom and justice

THE BEST NETWORK
DRAMA
$20,000

to the National Broadcasting Company's
production of ALCOA's
TRAGEDY IN A TEMPORARY TOWN
PRODUCER ....*Herbert Brodkin*
DIRECTOR ....*Sidney Lumet*
WRITER ....*Reginald Rose*

THE BEST NETWORK
DOCUMENTARY
$20,000

to the National Broadcasting Company's
production of Armstrong Circle Theatre's
I WAS ACCUSED
PRODUCER ....*David Susskind*
DIRECTOR ....*William Corrigan*
WRITER ....*Jerome Coopersmith*

THE BEST PRODUCTION
BY AN INDEPENDENT STATION
$15,000

to WAAM-TV, Baltimore, Maryland
for its production
DESEGREGATION: BALTIMORE REPORT
PRODUCER ....*Herbert B. Cahan*
DIRECTOR ....*Kennard Calfee*
WRITER ....*Mrs. Gray Johnson Poole*

Honorable Mention

OMNIBUS:
  Constitution
  Columbia Broadcasting System
KRAFT THEATRE:
  One
  National Broadcasting Company
PHILCO PLAYHOUSE:
  A Man Is Ten Feet Tall
  National Broadcasting Company
PAGEANT:
  In Freedom
  KOMO, Seattle, Washington
IN THE MINDS OF MEN
  KPIX, San Francisco, California
THIS IS OUR FAITH
  —March 28, 1956
  WATV, Newark, N. J.
TWIN CITY HEART BEAT:
  The Invisible Fence
  KEYD, Minneapolis, Minn.
CAMERA THREE SERIES
  Columbia Broadcasting System
FRONTIERS OF FAITH SERIES
  National Broadcasting Company
FRONTIER SERIES
  National Broadcasting Company

Jurors:

Kermit Bloomgarden
Buell G. Gallagher
Robert M. Purcell
Mrs. Eleanor Roosevelt
Gilbert Seldes
Robert Taft, Jr.
Harrison Tweed
Philip H. Willkie

The Awards for television programs dealing with freedom and justice presented on commercial television between October 1, 1955 and May 31, 1956 are in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Awards will be made again next year, for programs presented between October 1, 1956 and May 31, 1957. The Fund for the Republic is a non-profit corporation devoted to increasing public understanding of the principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC, INC.
60 East 42nd Street, New York 17, N. Y.

PAUL G. HOFFMAN, *Chairman of the Board*
ROBERT M. HUTCHINS, *President*

Radio-Tv Code Established For N. Y. City Departments

TELEVISION and radio code has been adopted by New York City to guide its various departments on negotiations with agencies and broadcasting program producers, packagers, networks and stations seeking the cooperation of the city on program material. Called a code of municipal television and radio standards, it is believed to be the only broadcasting code of its kind in any municipality in the country, according to a spokesman for New York's Mayor Robert F. Wagner.

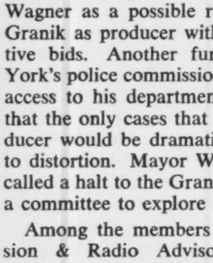
The code, which was adopted by the Mayor's Television & Radio Advisory Committee on June 22, specifies that "each department or agency of the city is the sole authority for the approval of its cooperation with a television and radio producer, network, station, program developer or author." The code is intended as a guide for each head of a department or agency and for the mayor's radio and television aide, Arnold Cohan, who will be available for consultation and advice to all heads of departments and agencies.

The adoption of the code came as an aftermath of a controversy last fall when radio-tv producer Theodore M. Granik was granted rights to produce a tv film series based on New York City department files [B•T, Oct. 31, 1955]. Objections were made by unidentified tv film producers and by local newspapers, citing Mr. Granik's long-time friendship with Mayor Wagner as a possible reason for choosing Mr. Granik as producer without benefit of competitive bids. Another furor erupted when New York's police commissioner said he would refuse access to his department's files on the grounds that the only cases that would interest a tv producer would be dramatic ones, leading perhaps to distortion. Mayor Wagner shortly thereafter called a halt to the Granik project and appointed a committee to explore the situation.

Among the members of the Mayor's Television & Radio Advisory Committee, which drafted the new code, are: G. Tyler Byrne, National Assn. of Broadcast Employes & Technicians; Ted Cott, DuMont Broadcasting Corp.; Sam Cook Digges, general manager, WCBS-TV New York; the Rev. Timothy Flynn, Archdiocese of New York; Seymour Siegel, director of communications for the City of New York; Robert L. Stone, WABC-TV New York; Gordon Gray, WOR-TV New York; Thomas B. McFadden, WRCA-TV New York.

TelePrompTer Promotes Tyrrell To Assistant to President

THE ELECTION of Albert R. Tyrrell as assistant to the president and vice president of TelePrompTer Corp. was announced last week by Irving B. Kahn, president. Mr. Kahn said that Mr. Tyrrell "will be concerned solely with the functions of management and the implementation of policy."


MR. TYRRELL

In his new position, Mr. Tyrrell will headquarter in New York. He formerly was in charge of the firm's Washington, D. C. office and prior to that was in the aviation industry.

MOST of the questioning from House Antitrust Subcommittee during FCC's testimony last week came from (l to r) Chairman Emanuel Celler (D-N. Y.), Herbert N. Maletz, counsel, and Samuel R. Pierce Jr., associate counsel.

CELLER COMMITTEE PROBES NBC-WESTINGHOUSE SWAP

- **FCC's without-hearing approval of transaction questioned**
- **House antitrust group schedules more hearings for July**
- **Justice Dept. puts deal before Philadelphia grand jury (see box)**

THE controversial NBC-Westinghouse Broadcasting Co. swap of radio-tv stations in Cleveland and Philadelphia—and the FCC's explanation of why the transaction was approved without a hearing—overshadowed all other subjects last week during two days of hearings by the House Antitrust Subcommittee in its hunt for monopoly in the television industry.

At the end of the Wednesday-Thursday sessions, subcommittee Chairman Emanuel Celler (D-N. Y.) asked the FCC to return for three more days of hearings, July 11-13, and in a surprise announcement said the House group will hold lengthy hearings in New York in September. At these sessions, he said, his group will hear testimony from networks, advertising agencies, uhf representatives, talent and others on antitrust problems in the tv broadcasting field.

Although FCC members underwent some questioning on allocations problems and on the ABC-Paramount Theatres merger in 1953, the subcommittee directed its main fire at NBC's swap of the former WNBK (TV) and WTAM-AM-FM Cleveland for WBC's former WPTZ (TV) and KYW Philadelphia.

The House subcommittee based its whole case on three memorandums prepared within the FCC's Broadcast Bureau during the Bureau's five-month investigation of the facts surrounding NBC's swap of its radio-tv properties in Cleveland for WBC's radio-tv stations in Philadelphia, with WBC receiving $3 millon "to boot."

High points of these documents:

• That investigators found WBC executives bitter at what they felt was NBC "pressure," and that they felt that they might not only lose NBC affiliation at WPTZ (TV), but also at KDKA-TV Pittsburgh and WBZ-TV Boston, if WBC failed to go through with the transfer.

• That Chris J. Witting, then WBC president, in the heat of anger fired off a memorandum to WBC Board Chairman E. V. Huggins suggesting these alternatives for WBC: (1) possible affiliation with CBS at Pittsburgh, San Francisco and Boston and with ABC at Philadelphia; (2)

THEY'RE ASKING QUESTIONS IN PHILLY

THE Dept. of Justice last week put the NBC-Westinghouse station exchange before a federal grand jury in Philadelphia.

In accord with the customary secrecy that surrounds federal grand jury sessions, no official word leaked out of Philadelphia. It was understood, however, that four key Westinghouse executives who were personally connected with the negotiations leading to the NBC-WBC swap testified Thursday.

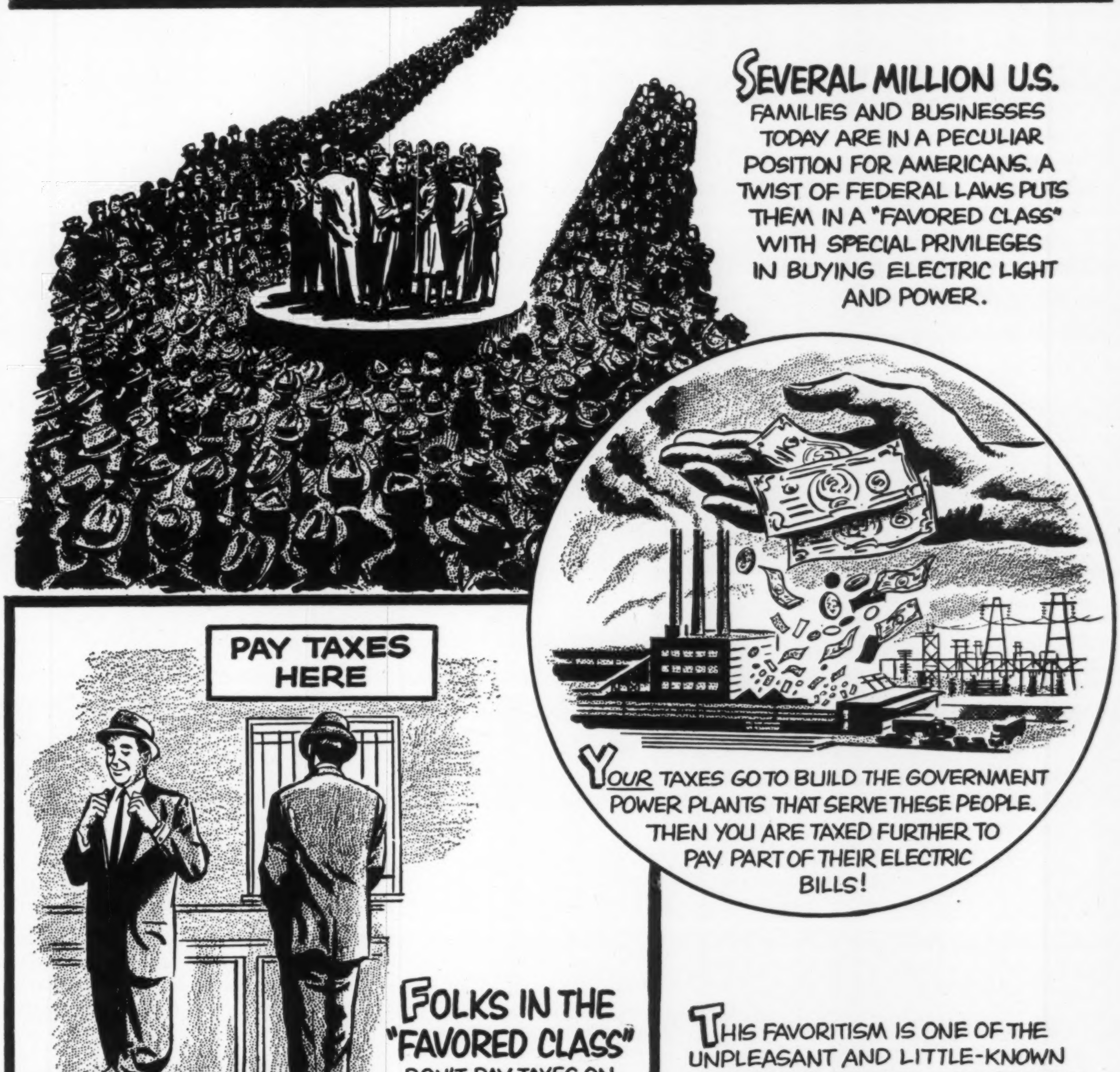
They were reported to be Chris Witting, who was president of Westinghouse Broadcasting Co. at the time of the station exchange but who has since been elevated to vice president in charge of the Consumer Products Div. of Westinghouse Electric Co.; E. V. Huggins, chairman of WBC; John W. Steen, WBC attorney, and Joseph E. Baudino, WBC vice president in charge of the Washington office.

Complete details of conversations, meetings and exchanges of correspondence regarding the station swap were reported to have been sought in questions asked by Dept. of Justice attorneys during the jury session.

Also under subpoena to appear before the Philadelphia grand jury the second week of July are RCA-NBC executives who were involved in negotiating the Cleveland-Philadelphia deal. They reportedly are Brig. Gen. David Sarnoff, RCA chairman; Robert W. Sarnoff, NBC president; Joseph V. Heffernan, NBC financial vice president, and Charles R. Denny, NBC vice president in charge of owned stations.

All NBC and Westinghouse records pertaining to the deal also were understood to have been subpoenaed.

HOW FEDERAL LAW CREATES A NEW "PRIVILEGED CLASS"



SEVERAL MILLION U.S. FAMILIES AND BUSINESSES TODAY ARE IN A PECULIAR POSITION FOR AMERICANS. A TWIST OF FEDERAL LAWS PUTS THEM IN A "FAVORED CLASS" WITH SPECIAL PRIVILEGES IN BUYING ELECTRIC LIGHT AND POWER.

YOUR TAXES GO TO BUILD THE GOVERNMENT POWER PLANTS THAT SERVE THESE PEOPLE. THEN YOU ARE TAXED FURTHER TO PAY PART OF THEIR ELECTRIC BILLS!

FOLKS IN THE "FAVORED CLASS" DON'T PAY TAXES ON THEIR ELECTRIC LIGHT AND POWER AS YOU DO. IN FACT, *YOU* ARE TAXED *MORE* TO PAY *THEIR* SHARE OF FEDERAL, STATE AND LOCAL TAXES.

THIS FAVORITISM IS ONE OF THE UNPLEASANT AND LITTLE-KNOWN FACTS ABOUT FEDERAL GOVERNMENT ELECTRIC POWER. AND IT IS A FAR CRY FROM NORMAL AMERICAN STANDARDS OF FAIR PLAY. THAT'S WHY THESE FACTS ARE BROUGHT TO YOU BY *AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES.**

**Names on request from this magazine*

"work up a proposal for CBS;" (3) seriously consider severing all relations with NBC; and (4) determine the status of the "A-1 agreement"—under which NBC programmed WBC stations from 1932-40 after Westinghouse divested itself of its holdings as main stockholder in RCA.

- That Mr. Witting saw RCA Board Chairman Brig. Gen. David Sarnoff and asked him if "this muscling job" was RCA company policy, and that the general answered that it wasn't a "muscling job," that he was acting to protect RCA stockholders by getting more financial support for NBC and that RCA felt it had to have WPTZ for this purpose.
- That WBC officials said they were told in negotiations that NBC was considering the purchase of WFIL-TV Philadelphia if WBC failed to go through with the transaction. Investigators said WFIL-TV owner Walter H. Annenberg denied he ever talked to RCA-NBC officials on this subject, but did tell an "unidentified" person he would swap WFIL-TV for 400,000-500,000 shares of RCA stock, making him that company's largest stockholder.
- That the Broadcast Bureau felt, after McFarland letters had been sent to WBC and NBC and replies received which indicated no "duress," that no hearing was warranted on this point, but that NBC's stations and planned acquisitions in the mid-Atlantic area posed questions of area concentration of owned stations, with some overlap.
- That WBC Board Chairman E. V. Huggins, in talking to Broadcast Bureau investigators, left the inference that WBC had decided to go through with the swap to protect its NBC affiliations in Boston and Pittsburgh.

High points during last week's hearing:

- Testimony by FCC Chairman George C. McConnaughey that FCC approved the transfer, after digesting the Broadcast Bureau report, because: (1) WBC and NBC replies to FCC McFarland letters indicated no pressure by NBC and the Broadcast Bureau felt officials of these companies would not be "candid" at any hearing called by the FCC; (2) although the Broadcast Bureau memorandums questioned whether the total NBC acquisitions might not pose a question of "area concentration," Mr. McConnaughey said he got the "impression" from talking to Bureau personnel at an FCC meeting that "nothing new would be developed" at a hearing on this subject.
- Congressional questions directed at FCC's liaison with the Justice Dept.'s Antitrust Division. Congressmen wanted to know why the FCC, which began its investigation in July 1955, didn't inform the Justice Dept. until August. They also wanted to know why the FCC held to its Dec. 21, 1955, approval (published Dec. 28) after Justice had delivered a letter to the FCC Dec. 27 informing the Commission it was investigating the case.
- When Mr. McConnaughey and other commissioners said they did not learn of the letter until later, the subcommittee asked why FCC did not rescind or withhold action on the approval during the 30-day limit within which it is empowered to do so. Mr. McConnaughey said Justice had not indicated it had any more information than the FCC did on the case.
- FCC Comr. John C. Doerfer testified he thought there was nothing illegal then about the transfer and still didn't. He said he felt the broadcast industry shouldn't be "harassed" by "three or four" government agencies. Asked whether, as a member of the FCC's network study committee, he would be "disturbed" if it were found that the "dominance" charged to networks in the FCC's 1941 report on chain broadcasting also apply to television, Comr. Doerfer said, "not at all." "Somebody has to be dominant," he said. "Dominance is just the natural result of the ebb and flow of business relations from day to day."

Chairman Celler told Mr. McConnaughey he didn't think WBC "had much of a chance" and was "in a sort of box." The fact that the Broadcast Bureau memorandums flashed a "danger signal" gave emphasis to the need for an inquiry, he said. Several other members agreed with him, although Rep. Hugh Scott (R-Pa.) said he saw no wrongdoing on the part of WBC, NBC or the FCC. Others present included Reps. William M. McCulloch (R-Ohio), Peter W. Rodino Jr. (D-N. J.), Kenneth B. Keating (R-N. Y.), Byron G. Rogers (D-Colo.) and James M. Quigley (D-Pa.).

The Wednesday session began with an opening statement by Chairman Celler on the purposes of the investigation. At the end of the Thursday testimony, he told newsmen that the subcommittee would hold the hearings in New York in September. The group, he said, would investigate financial setups of the networks and their owned stations, network practices and uhf-vhf problems.

Also to be investigated, he said, are the "star systems" (for talent), "bottling up" of talent by such things as long contracts, the "tyranny of ratings," "chewing up" of talent by the heavy demands of television, the "short life" of comedians and other talent, racial segregation of talent on network programs, newspaper and magazine control of broadcasting media in specific geographic areas, the "power" of advertising agencies, pre-emption of network time and the "film monopoly." He said

now —
Channel 2
in
fabulous FLORIDA,
now —
WESH-TV
is on the air in
Jam-Packed, Sales-Rich
Daytona Beach
now —
call
Edward Petry & Company
for details on
WESH-TV,
Daytona Beach
and
WJHP-TV,
Jacksonville

the NBC-WBC swap will be explored further, but that WBC will not be called to testify unless it asks.

Much of the testimony dealt with the respective jurisdictions of the FCC and the Justice Dept. in enforcing the antitrust laws and whether an FCC decision can "immunize" a case from action by the Justice Dept.

It was developed in the hearing that NBC Vice President Charles V. Denny (owned stations and spot sales) first suggested the Cleveland-Philadelphia swap to NBC management in February 1954 and that NBC's original proposal also included the trade of NBC's WRC-TV Washington and WBC's WBZ-TV Boston, which WBC quickly vetoed, according to the Broadcast Bureau reports.

Actual negotiations did not begin until September 1954, with an estimated 23 meetings of the two firms' officials from Sept. 28, 1954, to May 16, 1955, when the transaction was closed. WBC tried to get a "tax-free deal," but failed, the reports said.

No Commitments from NBC

WBC during negotiations tried to get committals from NBC to protect its NBC affiliations, especially Boston, but got only one letter from Gen. Sarnoff to the effect that NBC, with its proposed acquisitions in Philadelphia, New Britain and Buffalo, would have its plans for station ownership complete in the eastern area, the investigators' report said. The Broadcast Bureau probe was conducted by Lester W. Spillane, then chief of the FCC's Renewal & Transfer Division, and Robert Leahy, FCC accountant-investigator.

The Bureau report also warned that if the FCC made the grant without a hearing and no protest was filed, it would be "difficult if not impossible to redress any undesired condition" resulting from the transfer.

The reports indicated Joseph E. Baudino, WBC Washington vice president, felt that although no discussion took place concerning NBC affiliations with WBC stations, WBC executives felt there was a "veiled threat" of such a condition. Mr. Huggins told investigators, according to the report, that WBC applied for NBC affiliation for KDKA-TV Nov. 5, 1954, but that NBC withheld it until it received a Nov. 15 letter from WBC indicating Westinghouse would go along "in good faith" with the transaction.

Questioned on WBC's reply to the FCC's McFarland letter, Mr. McConnaughey said he couldn't conceive of a firm the size of Westinghouse "not telling the truth."

Mr. McConnaughey said the WBC answer indicated the firm felt withdrawal of the NBC affiliation from WPTZ would reduce the income of the station considerably; that Cleveland was the type of community in which WBC was interested; that it was more in the public interest and to WBC interests to make the exchange than to operate without an NBC affiliation; that Westinghouse Electric and RCA have been competitive in the manufacturing fields and that both companies make decisions they believe is best for their respective interests; and that WBC and NBC "in our own interests" decided to try to work out an agreement.

Chairman Celler commented that the WBC statement "speaks volumes." He said the subcommittee had been told the proposed purchase of WFIL-TV by NBC was a "hoax" used to obtain bargaining power and said he felt the WBC letter should have prompted the FCC to ask "many, many questions."

Comr. Rosel H. Hyde answered questions about the ABC-Paramount Theatres merger, on which the FCC held 93 days of hearings in

Advertisement

From where I sit
by Joe Marsh

Junior Gets "Pinned" Down

Junior Baker and friends are all set for their circus. Look for their advertisements on neighborhood trees.

The kids have had problems in staging the event. The biggest was the admission fee. Junior wanted to charge five cents, Mrs. Baker thought it would be much nicer if they charged five pins.

So Junior held a meeting with his Directors—then told his mother they'd taken her advice. The ads now read: Giant Circus in Baker's Backyard. ADMISSION FIVE PINS PLUS FIVE CENTS TAX.

From where I sit, that's a cute example of a mighty important point —if you want things to turn out your *way, then you had better let the other fellow have* his choice, too. *For instance, if your taste should happen to run to, say, iced tea . . . then you owe it to* yourself *to see that those who prefer beer, buttermilk or what-have-you get to enjoy* their *favorite beverages, too. Turn about's fair play.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

1952 and approved in February 1953, with the merger formalized in May 1953.

Mr. Hyde said the Justice Dept. had been kept fully informed of progress of the hearings by the FCC and that Justice observers attended all phases of the hearings. Although the department was invited to participate in the hearings, it never did so during the proceeding. Chairman Celler, referring to Justice Dept. refusal to participate, termed it as a case "where the shoe was on the other foot."

Although admitting that Paramount Theatre stockholders wound up with 60% of AB-PT stock and ABC stockholders with only 16%, Mr. Hyde said he did not think of the case as one where ABC was "taken over by a chain of movie theaters," but of one where a third network was set up. He said it was a financial strengthening of ABC instead of a lessening of competition.

He felt the FCC "did a good job" in approving the merger after the hearing, but when asked whether he thought the Justice Dept. did a similarly good job, he smiled and said that was for the department itself to say.

Mr.McConnaughey, answering questions on the FCC's allocations report last week, said he believed the FCC would have to get "congressional assistance" to implement the proposed long-range transfer of tv from vhf to uhf. For instance, he said, Congress might prohibit the shipment of vhf-only sets in interstate commerce.

He felt "nobody wants to see the networks destroyed" and that's why Congress "finally" gave the FCC funds for its network study. He praised U. of Cincinnati Dean Roscoe Barrow, head of the study, as a man with no previous experience in broadcasting, but with "stature."

FCC STARS IN NEW KIND OF TV ROLE

THE FCC starred in a 90-minute, Charlotte, N. C., $3,000 video show last Monday when the full hour and a half of oral argument on ch. 9 Charlotte before the Commission *en banc* was filmed and recorded and shown over ch. 3 WBTV (TV) Charlotte that night in prime time to its 525,000 set owners.

At issue was the second vhf facility in North Carolina's major city. Contending were Piedmont Electronics & Fixture Corp., Carolinas Television Corp., and WSOC Charlotte. Piedmont, which was recommended for the grant by the hearing examiner, is owned by the Mitchell-Wolfson (WTVJ [TV] Miami, Fla.) and Belk department store interests. Carolinas' is largely controlled by WIS-AM-TV Columbia, S. C. (whch also owns WIST Charlotte).

WBTV used two professional Auricon cameras, each capable of handling 1,200 ft. of film and sound (about 30 minutes). The crew of four was under the supervision of Nelson Benton, WBTV news editor. The cameras were set up in the corner of the Commission meeting room on the sixth floor of the Post Office Dept. Bldg., and were operated without any additional lighting. As each reel was completed, the second camera was turned on and the first was unloaded. The exposed film was rushed to a Washington processor. The crew with its processed film and equipment left for Charlotte at 6 p.m. in the Jefferson Standard Broadcasting Co.'s private company plane, arriving at 8 p.m. The films were telecast, unedited, beginning at 10 p.m. The station gave up a half hour of local live programming, a half hour of delayed network programming, 30 minutes of news-weather-sports, and a national spot show. This time was estimated to have a value of $3,023.

The sound portion of the telecast was simulcast by WBT Charlotte, sister station of WBTV, and also by WIST Charlotte, owned by principals in the Carolinas' application.

The argument heard attorney Neville Miller argue in behalf of WSOC, William P. Sims for Carolinas and Marcus Cohn for Piedmont. Question of overlap between WIS-TV and prospective ch. 9 in Charlotte was raised against the Carolina application. Charge that WTVJ flouted good commercial practices in overabundance of commercials was also raised. Richard T. Ely Jr. represented the Broadcast Bureau.

All Commissioners were present except Comr. Webster.

WBTV
NEWS
NEWS

PORTION of the FCC is shown here listening to oral argument on ch. 9 Charlotte, N. C., filmed by WBTV (TV) Charlotte and telecast that night. Shown are (l to r) Comrs. Robert E. Lee, Robert T. Bartley, Rosel H. Hyde and Chairman George C. McConnaughey. Standing at podium, with back to camera, is Neville Miller, representing WSOC Charlotte, one of the three applicants for the vhf outlet.

Bill Seeking FCC Salary Raise To Go Into Hearing Thursday

A HEARING will be held Thursday by the Senate Post Office & Civil Service Committee on a Senate bill (S 2628) and a House measure (HR 7619) to raise the salaries of members of the FCC and other executive agencies and heads of executive departments. FCC members now get $15,000 a year.

Committee Chairman Olin D. Johnston (D-S. C.) said he believed there are "many inequities" in the legislation as now presented. The House-passed HR 7619 was passed in the first session of the 84th Congress, but the Senate has taken no action on it. The bill would raise FCC members' salaries from the present $15,000 to $19,000.

The Senate measure (S 2628), introduced in the first session by Sen. Johnston and Sen. Frank Carlson (R-Kan.), the committee's ranking Republican, calls for FCC salaries of $20,000. This figure was recommended by the White House.

Blacklisting Report Author Faces Hill Committee July 10

JOHN COGLEY, author of the controversial Fund for the Republic report on blacklisting in the entertainment industry [B•T, June 25], has been subpoened to appear July 10 before a closed session of the House Un-American Activities Committee. The announcement was made by Rep. Francis E. Walter (D-Pa.), chairman of the House group, which only two weeks ago postponed an investigation of the fund which was scheduled to begin last Wednesday.

Rep. Walter said the report on blacklisting "levels very grave charges against organizations and persons in the entertainment industry whose efforts have been directed toward eleminating the menace of the communist conspiracy in the United States." He also added that the committee is not now in a position to pass judgment on the conclusions reached in the report.

The Fund for the Republic was established with a $15 million Ford Foundation grant. It has been under heavy criticism as "soft" on communism. Mr. Cogley, former editor of the Catholic periodical *Commonweal*, criticised the alleged blacklisting of "controversial" performers and directors by entertainment employers.

Extended DST for D. C.

A BILL which would extend Daylight Saving Time in the District of Columbia an extra month this fall—to the last Sunday in October—cleared Congress last week and was sent to the President for signature. The bill brings Washington time into line with that of most large eastern cities, including New York, and will help radio-tv stations in the Washington area in aligning their schedules to conform with network programming.

Protests Bring Postponements Of KTSA, KVAR (TV) Actions

THE FCC last week postponed the effective dates of its May 2 grant for transfer of control of KTSA-AM-FM San Antonio and its April 25 grant to KVAR (TV) Mesa, Ariz., for a change in facilities. This action followed protests and petitions for reconsideration filed by KITE San Antonio against the KTSA grant, and by KTVK (TV) Phoenix against the KVAR grant.

KTSA was sold by O. R. Mitchell Motors to McLendon Investment Corp. for $306,000. The McLendon Corp.—Barton R. and Gordon B. McLendon—owns KLIF Dallas, KELP El Paso, WRIT Milwaukee, WGLS Decatur, Ga., and KOKE (TV) El Paso. Mr. McLendon must return control of KTSA to the assignor, the FCC said. Hearings were set for Sept. 10, with KITE bearing burden of proof. KVAR (TV) sought to change its main studio location to Phoenix and maintain an auxiliary studio in Mesa. KTVK will be party to the proceeding when hearings begin.

Tampa, Evansville, Rochester Purchases Submitted to FCC

TOPPING the monetary list of station sales filed with the FCC last week was the $3.5 million sale of WTVT (TV) Tampa, Fla., to WKY Radiophone Co. (WKY-AM-TV Oklahoma City *The Daily Oklahoman* and *Oklahoma City Times*) [AT DEADLINE, June 25].

Also filed was the over-$500,000 purchase of ch. 62 WFIE (TV) Evansville, Ind., by WAVE Inc. (WAVE-AM-TV Louisville, Ky.) [B•T, June 26], and the previously announced sale of WHAM-WHFM Rochester, N. Y., by Transcontinent Tv Corp. to Riggs & Green Inc. [B•T, June 18]. Price paid for the Rochester outlets was $500,000, the same amount Transcontinent paid to Stromberg-Carlson Div. of General Dynamic Corp. in the $5.1 million deal which also included WHAM-TV [B•T, April 9]. All the sales are subject to FCC approval.

Tampa Tv (WTVT) balance sheet as of May 31, 1956, showed a deficit of over $70,000 as of Sept. 30, 1955, and a net loss of more than $160,000 for the eight months ended May 31. WKY Radiophone showed total assets of more than $3.5 million with net income after state and federal taxes of $384,000 in 1954 and $260,000 in 1955.

Premier Tv Inc. (WFIE) listed $588,497 total assets as of May 31, 1956. Purchasing group, WAVE Inc., listed more than $3 million assets March 31, 1956.

Caples Asks Court to Review Lottery Tag on 'Play Marko'

PETITION for a review of the FCC's order of May 23 [B•T, May 28] which declared the bingo-type program *Play Marko* a lottery was filed last week in the U. S. Court of Appeals in Washington by the Caples Co., Chicago advertising agency which distributes the program.

The Commission's May order was in response to a request for declaratory judgment sought by Caples in May 1955. At that time Caples was reported to have been airing the program on some 25 stations. Then the Commisson, in a letter to KTLA (TV) Los Angeles, one of the stations carrying the show, declared its belief that the program was a lottery. This action, Caples said, caused all but one station to terminate their contracts.

A suit by Caples in the U. S. District Court in Washington seeking a hearing on the controversy was dismissed on grounds the FCC had issued no legal, official action against *Marko*.

In last week's petition, Caples claimed that it was adversely affected by the Commission's declaratory order; that *Play Marko* is not a lottery since it lacks the essential element of consideration, and that the FCC's declaratory ruling is an uncodified rule and wrongfully deprives Caples of a valuable property right, contrary to the April 5, 1954 Supreme Court radio lottery decision.

FCC Clarifies Angle To Equal Time Provision

IT'S ALL RIGHT for a station to give sustaining time to one candidate even though a second candidate refused an offer of similar facilities, the FCC has ruled—providing stations with one more signpost on the eve of the 1956 political campaign.

Request for the ruling was made by WSAZ Huntington, W. Va., through its Washington law firm, Cohn & Marks. The station said it desired to make a sustaining period available for use by political candidates for a local office for which there are two principal contenders. One of the candidates accepted the offer, WSAZ said, but the other said he did not desire the time.

The Commission said that under the facts stated there would be no violation of Sec. 315 of the Communications Act if the station went ahead and made the sustaining period available to the candidate who had accepted. However, it added, if the candidate who refused subsequently requested time, the question of whether he was entitled to equal time would have to be determined in the light of all the facts and circumstances then present.

Sec. 315 of the Communications Act requires that if a station permits its facilities to be used by one candidate, it must offer equal facilities to all other candidates for the same office.

Webster's Farewell

A farewell reception in honor of Comr. Edward M. Webster, who retired yesterday after 47 years of government service, was held Thursday by the FCC. The retiring FCC commissioner was given an illuminated scroll, presented by FCC Chairman George C. McConnaughey, and a high fidelity radio-phonograph set. He was also presented with a "DSC"—"deintermixture service cross"—by the staff. The reception, attended by several hundred FCC officials and staff, was held in the reception room of the Post Office Building.

MILWAUKEE'S NEW WISN

PRESENTS

JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The *New* WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results! Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

FOR AVAILABILITIES
call, wire or write
WISN SALES or

Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station 1150 WISN Milwaukee

ADDED REGULATION OF TV SEEN UNLIKELY

Kenneth Cox, special counsel to Senate Commerce Committee, tells ATAS luncheon in New York that there is a good chance Congress—and probably the Justice Dept.—will continue to keep close watch to guard against 'abuses.'

THERE'S no general feeling in Washington that additional regulation of television is "necessary or desirable" at this time, but there's a good chance that Congress—and probably also the Justice Dept.—will continue to keep a close watch to make sure that no "abuses" develop.

This was the nub of conclusions drawn last week from a speech by Kenneth Cox, special counsel to the Senate Commerce Committee in its long-drawn but now virtually completed hearings on allocations, pay-tv, and network practices.

He said that in his opinion the only way to resolve the pay tv controversy may be in giving toll tv a "try," but on an experimental basis if at all and with appropriate safeguards to prevent harm to the present free system of broadcasting. He maintained that nothing would be allowed to kill off free television, as opponents have claimed that pay tv would do. If pay tv is authorized, he indicated, provisions would be made "to stop it" if it should threaten the existence of free tv.

Although he felt the committee may take some preliminary steps to relieve the "acute" situation in tv allocations—this was before FCC released its own proposals last week—he advised his listeners not to look for "any startling changes in the overall look" of television "for a long time to come."

Magnuson Detained

Mr. Cox spoke at a Tuesday luncheon meeting of the Academy of Television Arts & Sciences in New York. He substituted at the last minute for Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee, who was kept in Washington by the impending Senate vote on Air Force funds.

With regard to the committee's inquiry into network practices specifically, he said "everyone agrees" that networks are "essential," that they perform an important function and have performed it well. The problem would be considerably lessened if there were enough stations in major markets, he noted, but added that at least "until that time comes" it must be expected that Congress, and perhaps also the Justice Dept., will continue to keep an eye on network practices to see that abuses do not develop.

He suggested, answering a question, that "anti-trust" action against the networks might come if some person or company felt sufficiently aggrieved to file a triple damage suit under anti-trust laws.

He observed at one point that the FCC, in its desire to avoid any appearance of censorship has not always looked closely enough—in renewal proceedings—at stations' performance records as compared with their promises.

He also expressed his view that stations' right to editorialize would be essential as television "comes of age," but also pointed out that editorializing poses a number of problems including that of assuring opportunity for the presentation of opposing viewpoints and that of making sure that editorials are not misconstrued as newscasts.

Sen. Magnuson, he observed at another point, feels that newscasters should not read commercials. He also cited a British practice of never showing the newscaster on camera.

The tv allocation problem—that of getting three, and later four and five stations in all important markets—is an "acute" one for which a number of solutions have been advanced, he observed. Uhf is vital, he said, but also "is in bad shape." And if uhf is to continue and be successful, he asserted, present hard-pushed uhf broadcasters will have to be "salvaged"—their operations made profitable—or there will be no incentive for other broadcasters to get into the field.

Mr. Cox summarized some of the solutions that have been proposed, reporting that witnesses appearing before the Senate committee appear agreed that deintermixture is the "essential first step" that should be taken now. Among others: proposals that all television be moved into uhf, which he said have "certain appeal" but many problems; vhf drop-ins, which he said might be used in some areas; and excise tax relief to boost the manufacture of all-channel sets, which he termed a "desirable" move that should also be extended to color sets so that when color begins "flooding the market" there will be assurance that sets will receive all channels.

Mr. Cox said in Washington Thursday that the Senate Commerce Committee's proposed interim report on tv allocations—directed to the FCC and said to be a document setting out broad principles for the FCC to follow in its reallocations proceeding—is being redrafted in the light of the FCC's issuance last week of its "Report & Order on Television Allocations" (see story, page 27).

The revised report will be substantially different from the one the committee staff had planned to present for approval at a meeting of the Senate committee last Wednesday, he said. The redrafted document probably will be presented for committee approval next week, he added. Mr. Cox said senators at the committee meeting were in general agreement that the interim report should be issued, despite the FCC action last week, but in view of this action, senators want to take a "more careful look" at its contents.

Windup of the committee's hearings are in sight, although no date has been set for the next sessions, Mr. Cox said. The committee plans to have the FCC as the last group of witnesses, with the Commission to be questioned, among other things, on its allocations action last week. He felt two more days of hearings could conclude the committee's sessions, with the FCC appearing last on the stand. There are no present plans to hear film syndication interests, Mr. Cox said, adding that "up to now they have been avoiding us like the plague".

Storer Amends Salem Bid

STORER Broadcasting Co. last week filed amendment to application seeking FCC approval of its $27,277 purchase of KSLM-TV Salem, Ore., requesting deletion of its request to move the ch. 3 Salem vhf to Portland to replace ch. 27 KPTV (TV) there. Storer instead asked the Commission to grant a modification of the KSLM-TV permit to move the station's transmitter location to a point 12 miles south of Portland. This amendment follows an application two weeks ago for Salem ch. 3 by Salem Tv Co. (C. H. Fisher), accompanied by a petition asking the FCC to vacate the ch. 3 grant to KSLM-TV [AT DEADLINE, June 25].

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 10

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Hartford, Conn., ch. 3; Paducah, Ky., ch 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch. 5; Orlando, Fla., ch. 9; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Lead-Deadwood, S. D., ch. 5

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 5

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Coos Bay, Ore., ch. 16.

WWBZ Asks FCC to Grant One-Year Probation Period

REQUEST for license renewal on a "probationary" one-year basis was filed with the FCC last week by WWBZ Vineland, N. J., whose license was revoked by the Commission last November [B•T, Dec. 5, 1955] because of overemphasis of horse racing programs. In ordering the station to cease operation within 60 days, the FCC found that WWBZ's horse-race broadcasts were helpful to, and being used by, illegal gambling interests. Since the decision, the station has been granted two 60-day grace periods, the latest only a fortnight ago [B•T, June 25, Jan. 30].

The unique request for probationary status suggested alternative actions by the FCC, either of which would be acceptable, the station said—renewal for one year on a probationary basis or suspension for one year of FCC action which denies the station's request for license renewal.

Deadwood Grant Proposed

INITIAL DECISION recommending that tv ch. 5 at Deadwood, S. D., be awarded to the lone applicant, The Heart of the Black Hills Stations, was issued last week by FCC Hearing Examiner Herbert Sharfman. Heart of the Black Hills (KDSJ Deadwood, KRSD Rapid City) became the only applicant following the withdrawal of Black Hills Broadcasting Co. (KOTA-AM-TV Rapid City). Mr. Sharfman found that as Heart of the Black Hills was a qualified, unopposed applicant, "nothing stands in the way of a grant . . ."

Radio Shares in UAW Lobby

A TOTAL of $5,320 was spent on radio spot announcements in a campaign by the United Automobile Workers designed to "influence votes" against the natural gas bill, Walter P. Reuther, UAW president, told a Senate Lobbying Investigating Committee last week in Washington. All told, his union spent $38,762 in newspapers and radio to defeat the bill, Mr. Reuther informed the senators. He compared the union figure with the $1,750,000 spent on behalf of the bill by the oil-company backed Natural Gas & Oil Resources Committee. The controversial gas bill was vetoed by President Eisenhower because of what he called "arrogant" lobbying.

10 PHILA. STATIONS SERVED INDICTMENTS

Federal grand jury charges outlets, nine officials, city's broadcasters association with illegally fixing time rates.

A FEDERAL grand jury in Philadelphia last week indicted the Philadelphia Radio & Television Broadcasters Assn., 10 Philadelphia radio stations and nine of their officers on charges of illegally fixing rates for radio broadcast time.

The indictment charged that since 1952 the defendants have been parties to an agreement to maintain published advertising rates on radio time in Philadelphia in violation of the Sherman Antitrust Act. The indictments were returned to U. S. District Judge Francis L. Van Dusen.

The charges came at the same time the Philadelphia grand jury was investigating allegations of conspiracy in the NBC-Westinghouse Broadcasting Co. exchange of stations (see story, page 60). Statements of denial against last week's indictments have been issued by a spokesman for the 10 stations and WBC President Donald H. McGannon. Named in the indictment were:

WHAT and William A. Banks, its president; WPEN and William B. Caskey, its vice president; W[illegible] and Benedict Gimbel Jr., its president; WFLN (FM) and Raymond S. Green, its general manager; WDAS and Robert A. Klein, its secretary; WBIG and John Mahoney, its general manager; WJMJ and Patrick J. Stanton, its president; WCAU and Donald W. Thornburgh, its president; Westinghouse Broadcasting Co. and Robert Teter, sales manager for former Philadelphia Westinghouse station KYW; and WFIL.

Action in May

Charges against the stations developed late in May, when the outlets were served with subpoenas by U. S. marshals [B•T, May 28]. The subpoenas, requested by the antitrust division of the Dept. of Justice, asked for documents and correspondence from 1952 concerning rate fixing, rate maintenance, charges in rates at a fixed time, agency recognition standards, standard contract form for political broadcasting, standard advertising contracts, fixing of salaries for employes and talent, standard policies regarding department store or chain store advertising, use of uniform standards for broadcasts, filing of information on rates and contracts with a central office. The stations were ordered to furnish this information to the Philadelphia grand jury this month.

Commenting on the indictments, a spokesman for the 10 stations said:

"The radio stations of Philadelphia are shocked that the government has decided to proceed against them under the antitrust laws. Everyone is aware of the keen competition that exists among these stations. The stations do not believe that their effort to keep the competition among them on a dignified basis of encouraging the fair treatment of their clients violates any law. The government's action will be contested vigorously with confidence that the stations will be vindicated."

WBC President McGannon said:

"Westinghouse Broadcasting Co. has always established and published its rates independently and has always adhered to its published rates so as to avoid any discrimination or unfairness of its treatment of different customers. Its policy of adhering to its published rates has long been known and recognized throughout the advertising industry. Similarly, WBC policies as to relations with other broadcasting stations have been carefully considered, firmly established, and widely known throughout the organization. Nothing that may have been done in Philadelphia in any way affected the operation of the WBC station and it was not involved in any offenses charged by the grand jury."

Stockholders Try to Block Cisler-to-Segal KEAR Sale

A ROADBLOCK may be thrust in the path of Steve Cisler's sale of KEAR San Francisco to broadcaster David Segal for $500,000 [AT DEADLINE, June 25]. San Francisco attorney Milton Stern Jr. last week announced that legal action will be taken in behalf of KEAR preferred stockholders to establish their right to constitute a majority of the board of directors. Prospect also was held of protesting the transfer application before the FCC in an effort to retain the station's classical music format.

KEAR has resumed its "good music" operation. The Treasury Dept.'s auction of the physical property was forestalled by the Segal purchase.

Mr. Stern said Mr. Cisler owned all common stock and appointed all board members but preferred stockholders had the right to name a majority of the board when dividends were in default for 24 months. Time to exercise this right became effective May 1, Mr. Stern said, and a meeting was called for June 20 but Mr.

Showmanship with that KENTUCKY FLAIR!

It's the "March Of The Juleps" — traditional opening ceremony at the Kentucky Colonels' Annual Banquet on Derby Eve. And in a state that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience-preference!*

COVERAGE: *WAVE-TV has 66% greater coverage than the second Louisville station* because of its low Channel 3, full power and greater tower height (914' above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties.

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs — *and your commercials* — sell!

Let NBC Spot Sales give you all the facts!

**Metropolitan, March, 1956*
**ARB Louisville, Feb., 1956*

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

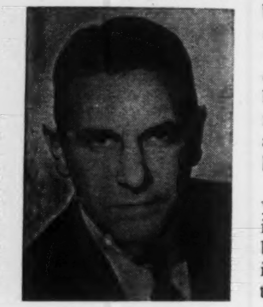
NBC SPOT SALES
Exclusive National Representatives

Cisler sold the property the morning of the meeting despite Mr. Stern's efforts to present him with a court restraining order.

Mr. Stern told B•T the preferred stockholders invested $60,000 in KEAR while good music fans in San Francisco contributed $42,000 in the past 2½ years as a result of broadcast appeals for contributions to keep the station on the air.

Mr. Cisler was unavailable for comment Thursday.

Dannenbaum Elected WBC Vice President



MR. DANNENBAUM

APPOINTMENT of Alexander W. (Bink) Dannenbaum Jr., national sales manager of Westinghouse Broadcasting Co., New York, as WBC's vice president in charge of sales, is being announced (today) by Donald H. McGannon, president. Mr. Dannenbaum was named national sales manager earlier this year [B•T, March 5].

A veteran of 20 years in broadcasting, Mr. Dannenbaum joined WBC in 1953 at the time the company had purchased WPTZ (TV) Philadelphia. He began in radio as a salesman for WDAS Philadelphia in 1935, remained with the station (except for four years in the Army during World War II) until 1946, resigning his post of station manager at that time to join WPEN Philadelphia as commercial manager.

When NBC-TV and Westinghouse effected a sale and switch of their respective Cleveland and Philadelphia stations this past winter [B•T, Feb. 13], Mr. Dannenbaum stayed on with the Philadelphia stations (renamed WRCV-AM-TV by NBC), as commercial manager, and rejoined WBC as national sales manager two months later to replace Eldon Campbell, who had resigned.

In his new position, Mr. Dannenbaum will take charge of the overall sales and sales policies of WBC stations in Boston, Cleveland, Ft. Wayne, Pittsburgh, Portland, Ore., and San Francisco. He will continue to headquarter in New York.

KSD-AM-TV to Get New Home In 'Post-Dispatch' Expansion

ACQUISITION by the *St. Louis Post-Dispatch* (KSD-AM-TV) of an 18-acre tract in that city as a future home for its combined radio-tv and newspaper operations was announced by the newspaper last week. Also announced was the purchase of another tract, 42 acres, which will serve as site for KSD-TV's new transmitter and 1,088-ft. (above average terrain) tower.

The proposed tower, billed as one of Missouri's tallest man-made structures, will be 1,649 ft. above mean sea level, 1,114 ft. above ground and will replace the station's present 540-ft. tower. The new facility will add 7,000 sq. miles to KSD-TV's present 10,000 sq.-mile coverage area, the station said.

Plans call for either a two- or three-story building on the new property, which is located in the west-central part of St. Louis. The *Dispatch* properties now are housed in an eight-story, downtown building, which was built in 1917 and cannot be expanded.

KBTV
1
Telev

ARTHUR G. RYDSTROM (l), newly appointed vice president-director of Tv Denver Inc. (KBTV [TV]), is "welcomed aboard" by John C. Mullins, president of the corporation who announced the appointment last week. Mr. Rydstrom is senior vice president of Webb & Knapp, New York real estate firm headed by William Zeckendorf. Webb & Knapp and Mr. Mullins each own 50% of Tv Denver Inc., which was organized to acquire several radio and tv properties [B•T, Dec. 5, 1955].

New WISN-AM-TV Center To Be Begun This Month

CONSTRUCTION of a $1,250,000 radio-television center for WISN-AM-TV Milwaukee will begin this month, it was announced last week by John B. Soell, manager of the stations.

WISN currently is celebrating its 34th year of broadcast service. The anniversary observance is including transcribed salutes from civic leaders, congratulatory messages from entertainment celebrities and other special program features.

The radio station began broadcasting in 1922 with the call letters WSOE. WISN now is affiliated with ABC, with most of its programs originating locally.

Harry Burke Resigns Post As KFAB Omaha Manager

MR. BURKE

HARRY BURKE, general manager of KFAB Omaha since 1945, has resigned that post and will announce future plans after returning from an extended vacation.

Prior to his association with KFAB, Mr. Burke was with WOW Omaha for 13 years, serving as program director and later as assistant general manager in charge of sales.

Mr. Burke has served on the Advisory Board of CBS and is a past president of Nebraska Broadcasters Assn.

Lawyer Charged in Attack On KSEK Manager Sandstrom

A. S. GRAHAM, Pittsburg, Kan., lawyer, has been charged with assault and battery upon Thad Sandstrom, manager of KSEK in that community.

The lawyer was charged with striking Mr. Sandstrom at the radio station following a news broadcast concerning rejected petitions for recall of the city manager form of government in Pittsburg. Mr. Graham is a leader in the effort to get a special election on such a recall. His trial has been set for July 17 in Pittsburg City Court.

Beverly T. Whitmire, 53, WFBC-AM-TV Manager, Dies

MR. WHITMIRE

BEVERLY T. WHITMIRE, 53, manager of WFBC-AM-TV Greenville, S. C., and part owner of three radio stations, died Thursday at Ramey Air Force Base, Puerto Rico, two days after suffering a coronary thrombosis. He was stricken on the first leg of a Navy-sponsored indoctrination trip.

Mrs. Whitmire and their daughter, Beverly, flew to the base when he suffered his heart attack. He was to have gone to Panama to board the *Franklin D. Roosevelt,* aircraft carrier.

The three stations in which he held an interest were WAYS Charlotte, N. C.; WCOG Greensboro, N. C., and WAKN Aiken, S. C.

Mr. Whitmire was widely known in the broadcasting industry. A raconteur, he was asked at the April NARTB convention in Chicago to tell some of his famous stories while the Tv Board election results were being tabulated.

After schooling at Sewanee Military Academy, Georgia Tech and Columbia U. School of Journalism he went to work on the *Greenville Piedmont,* published by ex-Sen. Roger C. Peace, becoming assistant city editor. When the *Piedmont* started WFBC in 1933, he persuaded Sen. Peace to name him station manager.

In Greenville, Mr. Whitmire was a leading figure in a little theatre movement, Kiwanis Club and many local charities. Many of the nation's leading figures in politics and entertainment have enjoyed rides on his boat, "Lollipop," cruising around the Saluda River where Mr. Whitmire had a cottage. He taught a high school boys class at an Episcopal Sunday School.

The body was to be flown back to Greenville Saturday, with funeral services yesterday (Sunday).

KDB Sold for $125,000

SALE of KDB Santa Barbara, Calif., by F. Robert Bauer to a group headed by James Harford for $125,000, was announced last week. Sale of the 250 w, 1490 kc, MBS-affiliated outlet is subject to FCC approval. Mr. Harford is part owner of KONE Reno and KTTO Las Vegas, both Nevada. The sale was negotiated by Arthur Hogan, president of Albert Zugsmith Corp., Hollywood. Mr. Harford said there would be no changes in personnel.

Intercontinental Elects Albert Zugsmith President

ALBERT ZUGSMITH has been elected president of Intercontinental Broadcasting Corp., which is seeking FCC approval for purchase of KVSM San Mateo, Calif. [B•T, May 28]. Mr. Zugsmith is a Universal Pictures producer, chairman of the board of the Albert Zugsmith Corp. (newspaper-broadcast brokers) and chairman of the board of KRKD Los Angeles and KITO San Bernardino, Calif.

Other Intercontinental principals include Vice Pres. Arthur B. Hogan, who is seeking FCC approval for purchase of KFOX Long Beach, Calif.; Sec.-Treas. Frank Oxarart, executive vice president of Albert Zugsmith Corp.; Melville Tucker, Universal executive, and John Feldman, owner of KDON Salinas-Monterey, Calif.

Petry to Open New Offices

EDWARD PETRY & CO., station representative, will open its new offices in New York next Monday at 3 E. 54th St.

In announcing the move, Edward Petry, president of the firm, noted that both his clients and agencies contributed to the Petry concern's growth. He declared the shift was "significant" to the whole broadcast industry "because it shows dramatically the increased service station representatives are providing their stations and the advertising profession." New quarters for the company, formerly at 488 Madison Ave., will have more sales and executive offices, including space for the firm's new sales development and special services department.

Hudelson on WBC Project

BEN A. HUDELSON, production supervisor, WBZ-TV Boston, will take a leave of absence to work on a special assignment in New York at the headquarters of the parent Westinghouse Broadcasting Co.

In New York, Mr. Hudelson will work with WBC Education Director Ordon Hawkins and William J. Kaland, the group's national program manager, on development of several new radio-tv educational and public service programs.

KANS Wichita, Kan., has appointed Simmons Associates as its national sales representative, it was announced last week. At the contract signing are (l to r): Gale Blocki Jr., Simmons vice president; Kenyon Brown, president of KANS; Dave Simmons, president of Simmons, and Frank J. Lynch, the station's general manager.

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B ridges, Moods & Themes

C lassified

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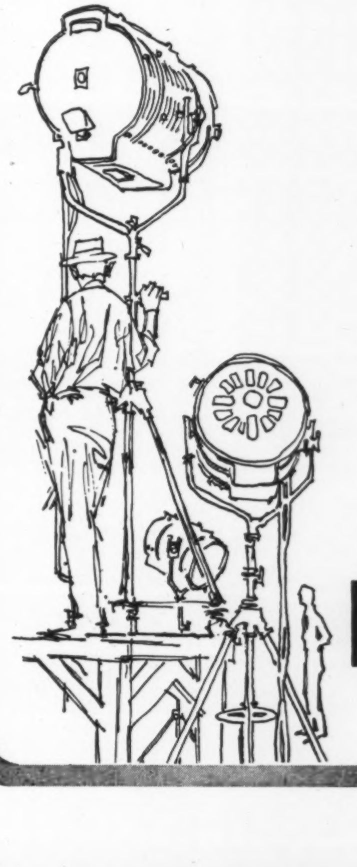

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Department BT
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Civil Defense Volunteers Goal of WCBS Program Series

AN ATTEMPT to "humanize" Civil Defense and to attract volunteers was launched last week by the New York State Civil Defense Commission in conjunction with WCBS New York and Kastor, Farrell, Chesley & Clifford Inc., New York, radio-tv consultants to the commission.

Over 30 New York State radio stations have contracted to run a new series of programs titled *Civil Defense Means You!* They take listeners to local CD demonstrations, allow them to meet active volunteers, "some of whom might be neighbors," according to the commission. The programs are produced and narrated by Martin Weldon, producer of WCBS's *This Is New York* and other local public affairs programs.

Petry Promotes Steese

WILLIAM H. STEESE, member of Edward Petry & Co. sales promotion staff, has been named promotion-research-sales development manager in the station representation firm's radio department. In addition, Jack Keiner, also on Petry's sales promotion staff and former radio-tv director of Allen & Reynolds Adv., Omaha, has been promoted to advertising and sales presentations director for the Petry firm.

MR. STEESE

REPRESENTATIVE SHORTS

Forjoe & Co. and **Forjoe-Tv Inc.** have moved to new quarters at 451 N. LaCienega Blvd., L. A. 47. New phone: Oleander 5-7755.

Burke-Stuart Co., station representative, moved N. Y. offices to larger quarters at 60 E. 56th St., effective today (Monday). Telephone: Plaza 1-2156.

REPRESENTATIVE PEOPLE

Buxton Johnson, assistant to president, Dunnan & Jeffrey Inc., N. Y. advertising agency, to Blair-Tv, N. Y., as member of sales staff.

Dick Kelliher, formerly with WWJ-TV and WJBK Detroit, to San Francisco office of McGavren-Quinn Co. effective July 15.

STATION SHORTS

WFRV-TV Green Bay, Wis., moving studios from present Scrays Hill site to new quarters at Mason & Rossevelt Sts., Green Bay.

KYW Cleveland, Ohio, went on 24-hour broadcast schedule June 25.

KPOJ Portland, Ore., operating new mobile unit built by Pacific Body Builders, Portland.

STATION PEOPLE

Thomas B. Sawyer, commercial manager, WIST Charlotte, N. C., named general manager of WAYS Charlotte, succeeding **James P. Poston,** resigned to join ABC in New York.

Robert E. Morey, program director, KDKD Clinton, Mo., appointed station manager.

Jack Shiver named resident manager of WCRE Cheraw, S. C., by Roy Zess, new owner and partner-manager of WGMA Moultrie, Ga.

Harvey Lucas, account executive, WCUE Akron, Ohio, appointed assistant station manager.

Martin Barksy named national sales manager, WGLV(TV) Easton, Pa. **Bill Latham** to WGLV local sales manager.

Gene A. Milsteen, film buyer, KFEQ-TV St. Joseph, Mo., named program director.

Dale Allison to KPDQ Portland, Ore., as program director.

Fred Mueller, formerly of KMOX and KWK-TV St. Louis, to KSD-AM-TV as promotion manager, succeeding David Pasternak, appointed assistant circulation manager of *St. Louis Post-Dispatch.*

Albert Downing, Crosley Broadcasting Co., Cincinnati, to KYW-AM-FM-TV Cleveland as merchandising manager.

John Francis Dunn, Procter & Gamble Co., N. Y., to the newly-created post of merchandising manager of WABC New York.

Don Dickerson, advertising manager for Dallas, Tex., Div. of Safeway Stores Inc., to WFAA-TV Dallas on local sales staff.

Harrison Wooley, San Francisco radio executive, to KCBS there as sales account executive, succeeding **Robert Price,** promoted to CBS Radio Network sales.

WGTH-TV Hartford, Conn., carried all four days of the Insurance City Open golf tournament last Wednesday-Saturday at Hartford's Wethersfield Country Club. The $20,000 tournament was co-sponsored by the Connecticut Bank & Trust and Connecticut Medical Service. Checking the contract (l to r) are William B. Dixey, account executive, Wilson, Haight, Welch & Grower advertising agency; Charles Stewart, WGTH-TV account executive; Graham R. Treadway, Bank & Trust vice president; Jack Downey, WGTH-TV general manager, and Adrian Conway, director of public relations, Medical Service.

Jack Van Nostrand, national sales representative for KNXT(TV) Hollywood and CBS-Television Pacific Network, promoted to account executive, succeeding Ray Beindorf, joining CBS-TV Spot Sales, Chicago. **Bruce Huffman,** sales service coordinator for station and network, succeeds Mr. Van Nostrand as national sales representative. **Van Rubenstein,** chief assistant, commercial traffic department, to sales service coordinator.

Charles Harrison, news director, WFIL Philadelphia, to WCKT(TV) Miami, Fla., as director of news and special features.

Myron Wagner, formerly in radio-tv in Midwest, to KSFO San Francisco as account executive.

William J. Moyland, recent graduate of Wisconsin State College, Milwaukee, to sales staff of WTMJ Milwaukee.

Cy Kassel, newscaster, appointed news director, WHIL Medford, Mass.

Jack Vaughn, formerly production director of KWIE Kennewick, Wash., named radio producer for WBZ Boston, where he will supervise station's music library.

Dick Richmond, news director, WRIT Milwaukee, Noe-Mac station, transferred in same capacity to KTSA San Antonio, Tex., also Noe-Mac outlet.

Dick Covington, WHBQ Memphis, Tenn., and **Don Norman,** WMC Memphis, to WHHM there.

Nancy Wallace, continuity assistant, WTIC Hartford, Conn., appointed continuity editor.

Fred Bennett, early morning m.c., WPEN Philadelphia, resigned to join Voice of America.

Larry Cott, formerly news editor, KFRC San Francisco, to newswriting staff, KGO-AM-FM-TV San Francisco.

Bob Scott, WGEM-TV Quincy, Ill., to talent staff of WOOD Grand Rapids, Mich.

Jack D. Hunter, WICA Ashtabula, Ohio, to WTAY Robinson, Ill., replacing **Wayne W. Cody Jr.,** resigned to take position in Salt Lake City.

Campaign in Campaign

WTVJ (TV) Miami believes it has found the answer to the ticklish, often irritating business of political advertising on television. It's recent "campaign within a campaign" has turned viewer complaints of yesteryear into words of commendation.

Long before spring primaries exploded in Florida, the station had mapped out its plan. Its premise was simple: protect the viewer by limiting and selecting time for each candidate and protect the candidate by putting him in the right time slot with the best production possible.

The first step was to secure a list of state and local qualified candidates. WTVJ General Sales Manager John S. Allen then sent each a form letter describing the maximum time he and the other candidates in his particular race were allowed and the procedure for buying time.

"This assured voters that the 'rich' candidate would not monopolize television time," said Mr. Allen. "And since voters are viewers, it assured them that they would not miss their favorite programs week after week."

Every effort was made to steer away from the time-weary picture of the candidate who sat motionless while his mouth moved. Candidates were asked to bring visual aids—platform charts, maps diagramming proposed highway plans and pictures. Professional lighting techniques were brought into play, and numerous background props were used. Film shows were aired by some more enterprising candidates.

James E. Shipp, former salesman, WDBJ Roanoke, Va., returned to WDBJ-TV there as announcer. **Dudley Townsend,** WDBJ announcer, assigned show on WDBJ-TV. **Ron McDonald,** WDEV Waterbury, Vt., to WDBJ-TV as newsman. **Sherman Cable,** WBLT Bedford, Va., to WDBJ-TV as audio engineer. **Pat Darden, Kyle Compton, James Dalmas** and **Al Dyson** also to engineering staff. **Toby Garrett,** Roanoke College student, and **David Conner,** *Roanoke Times-World* advertising department, to WDBJ-TV as floormen. **Irene Richardson** to station receptionist and **Rita Riley** named secretary to production manager.

William C. White, assistant brand manager, Procter & Gamble, Cincinnati, to WMUR-TV Manchester, N. H., as executive assistant. **Mary Lou Guiney,** station staff, promoted to traffic chief.

Len Corbosiero, associate director, KNX Hollywood and Columbia Pacific Radio Network, named director.

Renetta Jacobson named continuity chief, KVOO-TV Tulsa, Okla., replacing **Barbara West,** resigned to join Seidenbach's as advertising director.

Don Sherman, WAFB Baton Rouge, La., to WBOS Boston as disc jockey.

Charles Masella, on staff of Hotel Kenmore, Boston, to WBZ Boston as assistant traffic manager.

Jake Rufli, formerly announcer at WPBN Traverse City, Mich., to WKZO-TV Kalamazoo in similar capacity.

Spook Beckman, personality, WTVN-TV Columbus, Ohio, emceeing daily radio show on WTVN.

Dick Stohrer, account executive at WKZO Kalamazoo, Mich., elected president of Eastwood Community Assn., Mich.

DeLois Faulkner, fashion coordinator, WKY-TV Oklahoma City, married June 23 to Max Boydston, former U. of Okla. All-American football player.

PIPER AIRCRAFT Corp., Lock Haven, Pa., using northeastern Pennsylvania as a test market, is sponsoring *Let's Fly with Piper,* a weekly program on WILK-TV Wilkes-Barre, Pa. The program gives flight instructions with actual film shots of student pilots. Completing arrangements are (l to r): Thomas P. Shelburne, WILK-TV managing director; William D. Strohmeier, Davis, Parsons & Strohmeier advertising agency, New York, and Harold Swank, owner-operator of Scranton Airways and Piper distributor.

Malcolm Klein, assistant general sales manager, KABC-TV Hollywood, father of boy, Daniel Louis, June 20.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., father of girl, Susan Marie, June 19.

Gene Webster, producer-writer, KNX Hollywood, father of girl, Jill Meredith, June 19.

Mrs. Carleton D. Smith, wife of NBC vice president and general manager of WRC-AM-FM-TV Washington, died June 25 after short illness.

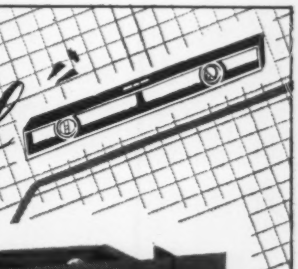
Jeanne Kenna, known professionally as Jeanne MacKenna, performer on WGN-TV Chicago's *Lunchtime Little Theater,* died in Augustana Hospital, Chicago, June 23. She formerly worked for NBC and CBS in Chicago.

Rising Power

TV was the yeast that upped the sales of Spruance Bread Mix from 20 cases a month to 750, according to WHEN-TV Syracuse. All it took, the station reported, was one 60-second spot a week on WHEN-TV's *Kay's Kitchen,* a half hour cooking show. The 3,000% sales increase, said the station, is due completely to that one spot a week.

W. J. Williamson, sales manager, WBZ-WBZA Boston-Springfield, Mass., named to board of directors, Advertising Club of Boston.

GATES "Sta-level"



RECOVERY TIME
SINGLE
DOUBLE
POWER
INPUT
OUTPUT
STA-LEVEL
GATES

In the progress towards automation, the Gates "Sta-Level" offers broadcasters a highly efficient average level amplifier that relieves the operator of most gain riding. Rated at 1% or less distortion at 30 Db. compression at +20 Db. output threshold level. — "Sta-Level" is 100% self-contained including regulated power supply and drop down to service front panel. Rack size only 5¼" x 19". — All Gates products include tubes in the selling price. "Sta-Level" complete only $225.00.

GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U. S. A.

PLAYBACK

QUOTES WORTH REPEATING

REACTIONS ON BLACKLISTING

Lawrence Laurent, writing in the Washington Post & Times Herald *on the Fund for the Republic's report on "blacklisting" [B•T, June 25]:*

NO ONE KNOWS how many patriotic and innocent persons have been damaged in the blacklisting process. The answer is not to be found in the "Report on Blacklisting" and the answer won't be given by the television industry. There is no way to tabulate silence. . . .

And since there are no concrete answers to the specific questions, the whole practice raises much larger issues. The first issue, of course, is the integrity of the communications industry. It is difficult to admire an industry which runs from "controversy" and refuses even to risk the possibility of "bad publicity." A mature industry has to stand on its own right to determine the fitness of its own personnel. The television industry ran from this responsibility. The responsibility was assumed by self-appointed list makers, professional patriots and, from all reports, a few racketeers. . . .

If the "Report on Blacklisting" has any durable validity, it is this: The television industry must accept the responsibility for its own operation and, surely, a new set of standards is to be found.

The Washington Daily News, *Commenting editorially on the blacklisting report:*

UNDER the guise of a factual report on what it chooses to call "blacklisting" in the radio-television industry, the Ford Foundation-financed Fund for the Republic has come up with a curious treatise which apparently sees anti-communism a greater menace than communism. . . .

Like its president, Robert M. Hutchins, the one time "boy" head of the U. of Chicago, the Fund for the Republic does not distinguish between political activity and the communist conspiracy. . . .

Nowhere in the report is there anything about how many unfairly have been denied tv or radio jobs. Most of the alleged "victims" are unnamed, and so are the sources of the information on which the report is based. Considering Mr. Hutchins' avowed distaste for faceless informers, that's an ironic commentary. . . .

The report smacks more of boondoggling than usefulness.

ABOUT PUBLIC INTEREST

Harry M. Brawley, director of public affairs, WCHS-TV Charleston, W. Va., addressing the Ohio State Institute for Education by Radio-Tv:

MOST DEFINITIONS of "operating in the public interest" include a statement about "improving" the public in some way or other. Usually we say that any program which informs, educates or inspires is one which will improve the listener. We would like to add another verb to that list. We would like to say that any program which "relaxes" the listener or viewer is also in the nature of an improvement and is therefore in the public interest.

Everyone knows the value of relaxation when one gets home from the office or the job. A farmer wants his market reports and his informational programs from the Dept. of Agriculture, but he also wants his fun. After a day with the crops he will be in no mood for a program on how to outmaneuver army worms. He would much rather watch Jack Benny, and who is to say he won't be a better farmer tomorrow if he can relax and enjoy himself tonight?

We must have our forums, our interviews, our classrooms of the air, and our religious programs—but let's brag a little about the other things, too! Let's stop saying that broadcasting must operate in the public interest. Rather let us realize that, properly done, broadcasting—all of it—IS the public interest!

IN CINCINNATI . . .
LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER

The L.B.WILSON STATION
WCKY
CINCINNATI . . . OHIO . .
50,000 WATTS

IT'S OBVIOUS . . .
FOR
MORE AUDIENCE
LESS COST
HIGHEST POWER

READ GETS STAY OF AFM EXPULSION

Court grants temporary restraining order to union's Hollywood rebel leader. Local 47 elects five pro-Read supporters to board.

EXPECTATION that AFM President James C. Petrillo soon will use his new powers of trusteeship to take over insurgent Local 47 in Hollywood appeared last week as Local 47 rebel leader Cecil F. Read obtained a temporary court order staying his membership expulsion and anti-Petrillo forces scored victories in the fight to control Local 47 at an all-night membership meeting Monday.

Court tests of Mr. Petrillo's powers are in prospect. Also significant in the rebellion against Mr. Petrillo's policies and the AFM Music Performance Trust Funds (which are bolstered by radio, tv and recording royalties) was the open stand taken by tv star and bandleader Ozzie Nelson in support of Mr. Read.

Mr. Nelson challenged pro-Petrillo leader John te Groen, Local 47 president, to explain his defense of Mr. Petrillo and the manner in which AFM treated Mr. Read and 11 other Local 47 rebels when they appeared before the AFM Atlantic City convention June 12 to appeal their expulsion by a trial board. The convention sustained the penalties [B•T, June 18].

Los Angeles Superior Court Judge John J. Ford granted Mr. Read a temporary restraining order last week returning him to membership pending a formal court appeal. Mr. Read said he intends to be a party, among others, "to one or more law suits which will be filed shortly to determine the validity of the trust fund and which will challenge the right of the Federation to make or modify collective bargaining agreements without the approval or consent of the musicians covered by these agreements."

Mr. Read also said, "I intend to ask for further congressional investigation of the AFM, the undemocratic provisions of its constitution, the arbitrary powers granted to the president (Petrillo) and the executive board, the trust fund policies and collective bargaining agreements which are under the domination of the International Executive Board and Mr. Petrillo."

By three-to-one margins the Local 47 membership meeting elected five Read-supporters to fill vacancies on the board; provided for election of the local's trial board by the membership instead of appointment by the president and board, and voted that the local's ten business agents be appointed by the board instead of just by the president.

It was expected that at least one of the local's business agents, Vincent Augustine, would be replaced soon since he has been charged with "bugging" by secret tape recorder the Feb. 27 caucus meeting at which rebel leaders planned their strategy to win membership support for ouster of pro-Petrillo president te Groen. Mr. Petrillo played portions of the tape to the Atlantic City convention, Mr. Read said, and the tape reportedly played a role in the trial and expulsion of the Read group from AFM.

SAG Details Reasons For Anti-Merger Stand

SCREEN ACTORS GUILD last week sent its national membership a special report detailing reasons why the SAG board of directors has unanimously rejected a proposal by leaders of the American Federation of Television & Radio Artists that the two organizations merge [B•T, June 4].

The report by SAG President Walter Pidgeon condemns an AFTRA move "to invade" the guild's long-established motion picture jurisdiction. It lists six major reasons and other supplementary reasons why the guild refused to merge with AFTRA. It also pledges that the guild will work for a stronger federation of actors' unions (the Associated Actors and Artistes of America) and a "simplified membership card plan for the entire entertainment industry."

Among reasons given for turning down the idea of merger with AFTRA, the guild report said that "AFTRA spokesmen and publications have made clear that AFTRA policy is to promote live television at the expense of television motion pictures" and that had the guild "succumbed to AFTRA's arguments and pressures years ago, in all probability there would be little employment for actors in television motion pictures today." It added that "AFTRA's attitude toward television motion pictures is inequitable" and "would adversely affect thousands throughout the United States who are presently employed as performers in television motion pictures and filmed television commercials, under Screen Actors Guild contracts."

"Because the Screen Actors Guild won its fight (against AFTRA) six years ago, the performers today are part of a thriving and growing television motion picture industry," the report said.

The SAG report also declares that "merger would not lower union dues and probably would raise them . . .", and refers to "the political fights and schisms between various wings in the union, which periodically plague AFTRA, and from which the Screen Actors Guild has remained singularly free."

—PROFESSIONAL SERVICES—

Porter, Winsor Nuptials

PAUL PORTER and the former Kathleen Winsor are honeymooning in Spain following their wedding last Tuesday in New Haven, Conn. Mr. Porter, former chairman of the FCC and OPA administrator, is a partner in the Washington law firm of Arnold, Fortas & Porter. Miss Winsor is the author of "Forever Amber." They will make their home in Washington.

PROFESSIONAL SERVICE PEOPLE

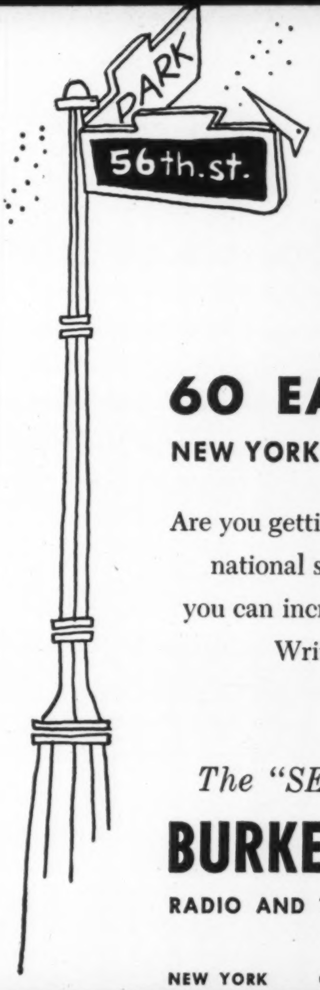
John A. De Chant, vice president, Crusade for Freedom, Washington, opening public relations firm in Washington Oct. 1 with Crusade as first client.

Victor J. Nexon, president of Microwave Services Inc., N. Y., elected to board of directors, William J. Scripps Assoc. Inc., Detroit telecommunications consultant firm.

George T. Land, former operations manager, WLBT (TV) Jackson, Miss., to Phil Dean Assoc., radio-tv station public relations firm, N. Y., as southern and southwestern regional manager.

Robert W. Bloch, account executive for Dine & Kalmus, N. Y., public relations firm, for more than two years, resigned, effective July 1, to open public relations organization at 20 E. 53d St., New York 22.

William R. Day, who resigned as publicity director, KLZ-AM-TV Denver [B•T, June 11], has opened Denver public relations firm, Ethell & Day, with Edward O. Ethell, public relations consultant.



. . . because our business is expanding so rapidly we have taken a floor in the new building at . . .

60 EAST 56th STREET

NEW YORK 22, N. Y. **tel. PLAZA 1-2156**

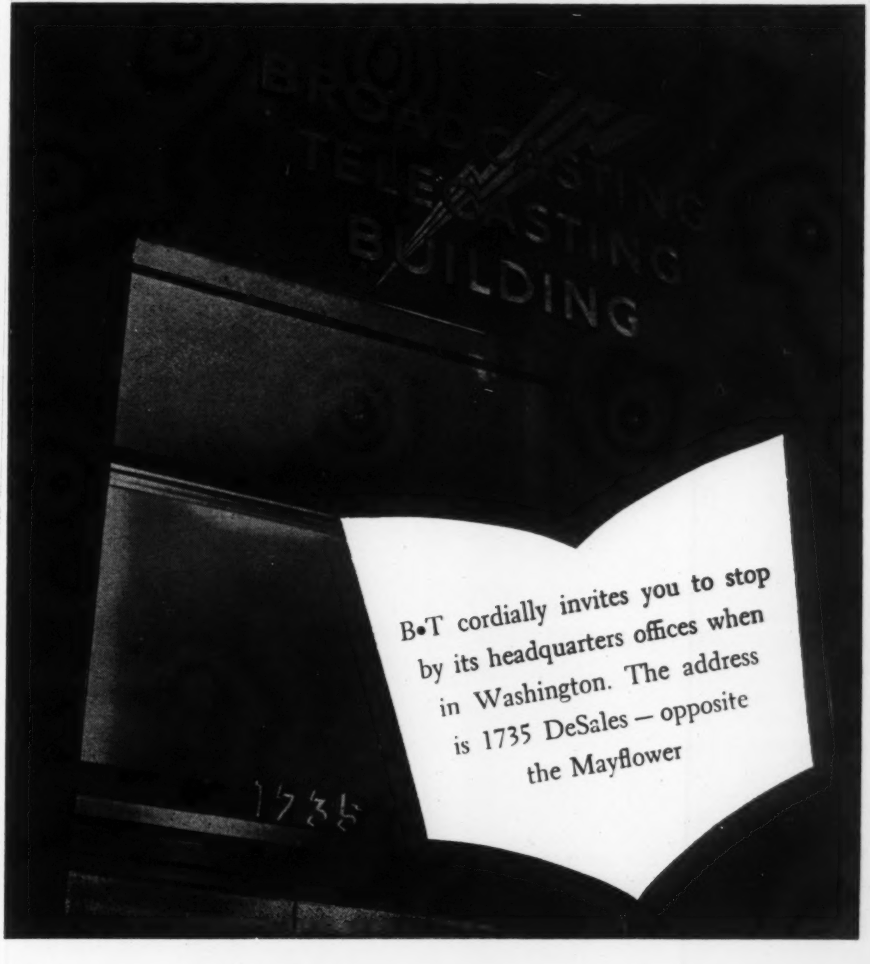
Are you getting your full share of the booming national spot business? Let us show you how you can increase your sales. Today! Now! Write, wire or telephone.

The "SELLINGEST" Rep in Town

BURKE-STUART CO., INC.

RADIO AND TELEVISION STATION REPRESENTATIVES
TED OBERFELDER — PRES.

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO



B•T cordially invites you to stop by its headquarters offices when in Washington. The address is 1735 DeSales — opposite the Mayflower

AFFILIATES FAVORABLE TO MUTUAL PACT

Network officials wind up two weeks of regional meetings to discuss new contract with affiliates and declare results are 'by and large' pleasing.

MUTUAL NETWORK officials last week wound up a two-week round of regional meetings to discuss their new affiliation contract with affiliates and described themselves as well pleased with the overall results.

They conceded that some stations probably will be lost when the new contract goes into effect on Nov. 1, but said that "by and large" the reaction of affiliates was "good" and that there undoubtedly would have been some defections no matter how small a change had been proposed.

The Mutual officials could give no exact accounting of acceptances because some of the new contracts have not as yet been sent to stations. This task may take another week or ten days, they indicated.

Station Relations Vice President Robert Carpenter said he was pleased with the overall reaction and reiterated his view, expressed when the plan was first unveiled officially to affiliates during the NARTB convention [B•T, April 23], that "if this were the first contract ever offered by a network, every station would be beating down our doors to get it."

The new contract—which network officials say will go into effect Nov. 1 "regardless" and will be the only affiliation contract that Mutual has—asks stations to "pre-clear" and carry without compensation 16 hours of network time a week, but cuts the amount of network option time back from the present 63 a week to 35, and provides free programming for stations to sell locally.

'Share the Wealth' Plan

Another feature of the new MBS system of operation, although this is not written into the new affiliation contract, is a "share the wealth" plan whereby stations that clear for network programs will share in MBS profits (after operating costs are paid) in proportion to their respective network rates [B•T, June 18]. Officials said this plan also will go into effect Nov. 1.

Other new features include the so-called "block music" programs to be made available to stations without charge (9 p.m. to midnight Sunday through Friday, 6-8 p.m. Saturday, and 11 p.m. to midnight Saturday), and the "automation" plan whereby affiliates are urged to install or adapt equipment to permit integration of network shows with local spots or breaks for evening or weekend programming hours [B•T, June 18].

Mr. Carpenter estimated that 250 affiliates attended the six regional meetings, held between June 15 and June 27 to explain the new plans in detail. The last two sessions were held last week, with one in Atlanta on Monday attended by some 70 affiliates and the windup in New York on Wednesday with 31 present. Network officials making the rounds of the meetings included Mr. Carpenter, President John Poor and Sales Vice President Harry Trenner.

For Mamie and Ike

IN a musical tribute to President and Mrs. Eisenhower on their 40th wedding anniversary yesterday (Sunday), CBS Radio's *Music on a Sunday Afternoon* scheduled several tunes that are favorites of the President and his wife. The songs to have been played included "Down Among the Sheltering Palms," "Little Girls, Goodbye," "Swing Low, Sweet Chariot," "I'm in Love With a Wonderful Guy" and "Star Dust." The program was to conclude with a tune that CBS Radio noted has pleased the President since the first time he heard it at the opening of "Call Me Madam"—"They Like Ike."

ABC Radio Reports Billings Of $500,000 for Morning

BUSINESS representing approximately a $500,000 net billing in ABC radio's morning schedule was to be reported today (Monday) by the network's national sales manager, George Comtois.

Topping the sales was a 52-week contract signed by Admiral Corp., Chicago, for five segments weekly on *Breakfast Club* starting at various dates this month on behalf of the manufacturer's portable and standard tv sets and refrigerators. Agency is Henri, Hurst & McDonald, Chicago.

Other new business included Thomas J. Lipton Inc. (Lipton soups), Hoboken, N. J., through Young & Rubicam, New York, buying 15 segments of *Breakfast Club*, starting Oct. 2 on a schedule not yet firm; Magla Products (silicone ironing board covers), Newark, N. J., taking eight segments of *Breakfast Club*, starting Sept. 13 and through Edward Lieb Agency, Newark; Slenderella International salons (slenderizing system), Stamford, Conn., through management Assoc. of Connecticut, same city, contracting for segments on Mondays, Wednesdays and Fridays of *When a Girl Marries* for 26 weeks starting Aug. 6.

Renewals included Beatrice Foods Co. (Make-A-Shake milk shakes), Chicago, via Mason Warner Co., same city, for Monday and Wednesday segments of *Breakfast Club*, starting July 9; the Dromedary Co. (cakes and mixes), division of National Biscuit Co., New York, through Ted Bates & Co., New York, for Tuesday, Wednesday and Thursday segments of *When a Girl Marries*, effective July 17, and General Foods Corp. (Calumet baking power), White Plains, N. Y., through Young & Rubicam, New York, for Tuesday segment weekly, effective tomorrow (Tuesday).

NBC Radio Will Top Rivals In Weekend Business—Ayres

NBC RADIO claimed last week that by this month it will be doing a bigger dollar volume of business on weekends than any other radio network. Charles T. Ayres, vice president in

WeeReBeL -TV

CHANNEL 4

...CBS..ABC...

Columbus, Georgia

. . . a Billion dollar* TV market with a population of 991,900**

* E. B. I. ** 1956 Survey of B. P.

CALL HOLLINGBERY CO.

what's got all the news & flies?

B•T via air mail

See page 101

News Flashes From WHLS

4 FULL TIME NEWSMEN

are just 4 of the many reasons why this community-minded station is number one on everyone's dial for news in . . .

PORT HURON, MICHIGAN

Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

charge of the network, said advertisers will be spending 48% more dollars with NBC Radio on weekends than with "the second" network.

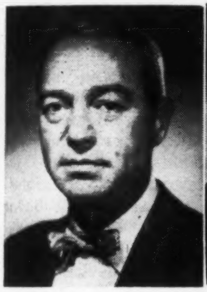
Weekends on NBC Radio consist of the continuous *Monitor* service, which Mr. Ayres said was 50% sold out in June and is 71% sold for July and 78% for August. He also reported that during its first year on the air, which ended June 12, *Monitor* recorded more than $4 million in billings and boosted NBC Radio's weekend revenues by 278% over the preceding year. These figures had been estimated earlier, but unofficially, as $5 million in billings for the 12-month period representing a 300% increase in weekend business [B•T, June 25].

Mr. Ayres also maintained that NBC Radio now carries 64% more sponsored time on weeknights than does "the second radio network."

Levitt New General Manager Of NBC Film, Merchandising

APPOINTMENT of Robert D. Levitt as general manager of NBC-TV Films and the merchandising (licensing) division, effective July 9, was announced last week by Alan W. Livingston, president of the Kagran Corp., an NBC subsidiary. Kagran supervises the activities of NBC-TV film sales, network licensing, film production and NBC's theatrical operation.

Mr. Levitt, who has been director of national sales at Screen Gems, New York, since the beginning of 1956, will headquarter in Kagran's New York office and will report directly to Mr. Livingston. From 1942 to 1946, Mr. Levitt was a vice president and director of the Hearst Publishing Co. and was publisher of the *American Weekly* and *Puck, the Comic Weekly*. He was director of Hearst promotion enterprises from 1947-51.



MR. LEVITT

MR. STANTON

As general manager of NBC-TV Films, Mr. Levitt will handle the duties currently administered by Carl M. Stanton, vice president of NBC-TV Films and a director of Kagran. Mr. Livingston announced that Mr. Stanton will leave the film unit and return to NBC as a vice president and director of Kagran. The exact nature of Mr. Stanton's new duties has not been determined, according to a network spokesman.

Deitch Joins CBS-TV Div.

GENE DEITCH, formerly creative supervisor of Robert Lawrence Productions, New York, has been appointed to the newly-created post of creative supervisor of Terrytoons, a division of CBS-TV Film Sales, it was announced last week by William M. Weiss, general manager of Terrytoons.

Mr. Deitch was with CBS from 1945-46 as assistant art director in Hollywood. In 1946, he joined United Productions of America in Hollywood and left in 1949 to join the Jam Handy Organization (motion picture products) in Detroit. Mr. Deitch rejoined UPA in 1951 to help organize a branch office in New York and served the company for more than four years as supervising director.

GOVERNORS SEE NEW GEAR FOR CONVENTION USAGE

NBC demonstrates electronic equipment to be used in reporting Democratic, Republican nominating sessions.

A REPRESENTATIVE group of state governors, their aides and a number of newsmen were guests of NBC Tuesday at the first public preview of the network's new electronic gear that will be used to cover the national political conventions this summer. The briefing and demonstration were held at the Shelbourne Hotel, Atlantic City, N. J., where the annual governors' conference was in session.

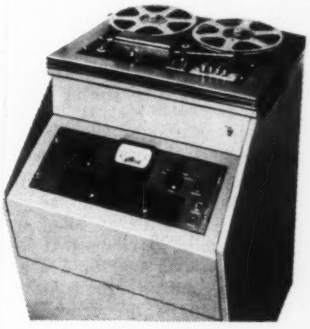
On hand for NBC were Davidson Taylor, vice president in charge of public affairs; William R. McAndrew, director of news; Barry Wood, director of special events; Chet Huntley, newsman and one of the NBC-TV convention anchor men; Richard Harkness, and various other NBC News correspondents who will cover the conventions.

Emphasis was placed on the portability and mobility of equipment, in particular the RCA "transceiver"—a tiny, two-way radio that is the size of a lady's formal handbag, and the "creepie-peepie," a portable tv camera.

A display of equipment used in radio-tv coverage of the 1952 conventions with their 1956 counterparts dramatized the evolution of

the
PRESTO LOOK . . .
different where it counts

Functionally designed without mechanical or electronic "gingerbread" . . . precision-engineered without compromise . . . massively constructed without economizing on components and machined parts . . . custom-built without short-cuts . . . quality-controlled without fail . . . THAT'S the Presto Look – result of a quarter century's experience as America's leading manufacturer of tape and disc recording equipment.

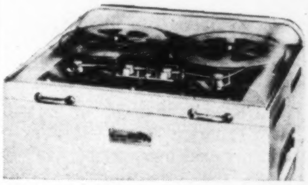


PRESTO 'R' series
PROFESSIONAL TAPE RECORDERS

The ultimate in recorder-reproducer units is the Presto R-11. Three full-track heads. Tape speeds 15 and 7½ ips, with others on special order. Reels sizes 10½" or 7". Exclusive capstan drive with hysteresis motor. Torque-type reel motors. Solenoid-operated, self-adjusting brakes. Variable fast-speed control. Wired for remote control. Complementary A-901 amplifier has separate record and playback channels, single 500-ohm transformer input, 250-ohm low-level mixer, illuminated VU meter, and 500-ohm output with +20 db maximum power.

Model R-11 tape transport mechanism (chassis only)	$ 775.00
Model R-11 in carrying case	827.00
Model SR-11 recording console (include R-11 mechanism, A-901 amplifier and CC-2 studio console)	1250.00
Model SA-5 remote control switch	40.00

Write for complete information on the 'R' Series



PRESTO Long-Playing Tape Reproducer FOR BACKGROUND MUSIC

8 hours continuous playback from 14" reels with dual-track operation at 3¾ ips. Fool-proof, trouble-free, economical. Complete assembly includes PB-17A tape playback mechanism, A-904 preamplifier and CC-4 (horizontal) cabinet*.

Complete	$996.00

**Cabinets for vertical mounting available*

PRESTO T-68H TURNTABLE UNIT

Professional performance combined with maximum simplicity of operation. Beautifully machined 16" cast aluminum turntable for super-smooth, rumble-free operation. Heavy-duty hysteresis synchronous motor to meet all requirements in speed accuracy. Three-idler drive system with interchangeable idler wheels minimizes wear. Single-flick shift, operated in one plane, selects 33⅓, 45 or 78.26 r.p.m. speeds and shuts off motor.

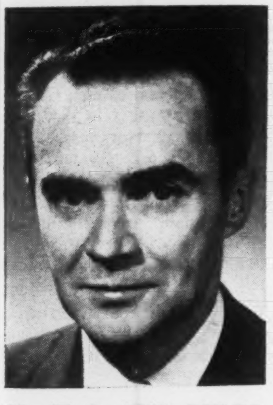
Model T-68H	$147.00

Export Division:
25 Warren Street, New York 7, N. Y.
Canadian Division:
Instantaneous Recording Service
42 Lombard Street, Toronto

America's Leading Manufacturer of Tape and Disc Recording Equipment
PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Advertisement

STOVIN APPOINTMENT



Mr. W. D. (Bill) BYLES

Horace N. Stovin, President of Horace N. Stovin & Company, Radio and Television Station Representatives, announces the appointment of Mr. W. D. (Bill) BYLES as Executive Vice President and Director.

Mr. Byles—who leaves Young and Rubicam as supervisor of Radio and Television—brings with him 25 years of experience in the business. He was formerly Radio Director of Spitzer and Mills, and prior to that with MacLaren Advertising and Philp-Massey, in their radio departments. He is widely and favorably known in Radio and Television circles.

Horace N. Stovin & Company has been in the Station Representation business since 1940. Since then their list of "proven" stations has grown both in number and size; and the appointment of Mr. Byles as Executive Vice President will be in the interest of their more comprehensive representation, as well as a more complete service to advertisers; and is in line with the growing economy of both Radio and Television as Advertising Media.

WGR-TV
CHANNEL
2
BUFFALO

Daily Visitors in 534,000 Homes in Western New York State*

* Plus a bonus of 559,000 Canadian Homes

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

electronic broadcast gear toward lightweight, easier-to-handle devices. Included were a portable camera power supply that is used in place of the weighty power pack; the pistol grip Airflex for 16 mm or 35 mm film and the 16 mm Auricon sound camera, compared to heavier film camera and associated equipment; the portable scoop lights and portable light carried with pack vs. bulky flood lights, and lapel and wireless microphones, including the BK-6A mike, as compared to hand microphones and the old-type headsets used four years ago.

Of interest to the observers was the 7½-lb. magnetic film amplifier which makes obsolete the 130-lb. combination of sync recorder and 34 mm magnetic tape recorder formerly used.

The "creepie-peepie" (camera and pack), which elicited the most comment from the audience, was seen by Mr. Wood as the "most exciting" equipment yet devised for such an event as the conventions. The camera weighs 10 lbs., the pack 48 lbs. A receiving antenna, operated separately, aids pickup. On display was $35,000 worth of camera gear, booms and cables which was needed for the 1952 conventions. Also shown was a "cue receiver" that resembles a hearing aid device.

Cellomatic projector equipment was demonstrated. It will use new, fast film developed by Polaroid permitting a picture (film transparency) to be projected only two minutes after the photograph is snapped. The projector also handles such optical effects as dissolves, fades, cartoons, etc.

A special film was shown of progress to date in setting up both the International Amphitheatre at Chicago and the Cow Palace in San Francisco, where the respective Democratic and Republican conventions will be held. Various camera and microphone positions were explained, as well as seating arrangements.

Mr. Taylor noted that no sooner does one convention year end than the networks start plans improving coverage of the next one, four years later. He said that "concentrated work to improve coverage" started as long as 18 months ago. Mr. Huntley disclosed that equipment to be moved about 1,900 miles (from Chicago to San Francisco with about 48 hours to do the job) would be the equivalent to outfitting three tv stations. Mr. McAndrew spoke about the NBC News people assigned to various tasks at the convention, summarizing NBC's purposes as objectivity in the presentation and "gavel-to-gavel" coverage.

ABC-TV Promotes Curran

ROBERT E. CURRAN, manager of the ABC-TV Cooperative Program Dept., last week was named assistant regional manager of ABC-TV's Station Relations Dept., reporting to Alfred R. Beckman, director, whom he also will serve as general administrative assistant. Mr. Curran joined ABC in 1950, resigned for a four-year duty in the U. S. Navy and returned to the network in 1954, serving successively as sales representative, tv cooperative program supervisor and then manager of the co-op department.

CBS Radio Press Names Berk

APPOINTMENT of Howard Berk, formerly publicity director of MCA Tv Film Syndication Div., as trade news editor of CBS Radio Press Information was announced last week by George Crandall, director of the department. Mr. Berk succeeds Harry Feeney, who recently transferred to the CBS-TV press information department. Mr. Berk previously had served in public relations capacities with the New York Yankees baseball team and with David O. Alber Assoc., New York.

More Video Recorders Purchased by CBS-TV

CBS-TV has ordered a "substantial number" of Ampex video tape recorders in addition to the three prototypes scheduled for delivery in August, William B. Lodge, network vice president in charge of general engineering, said Tuesday afternoon during a demonstration of the recoder at CBS Television City in Hollywood for delegates to the 53d annual convention of the Advertising Assn. of the West. (story, page 29).

Mr. Lodge declined to specify exactly how many units are on order because of excessive publicity already issued about the new technical development, but he assured his audience the number is considerable. He indicated that if initial "shake-down" tests of the units are successful, the recorder will replace film kinescopes in Hollywood as early as October for West Coast delayed playback of network shows. The West will be four hours behind New York time that month when the East continues on extended daylight savings time.

Mr. Lodge frankly admitted "we are not certain of all the capabilities or limitations of the recorder yet," explaining a lot of study is needed on practical application of the machine in addition to its immediate prospect as an economical substitute for firm kinescoping of delayed telecasts. He said a single tape can be used "fifty or a hundred times" for delayed telecasting whereas the practice has been to shoot a full hour of 35 mm film for each hour of delayed program, play it back once, and then discard the film.

Mr. Lodge told his advertising audience that problems still must be ironed out on splicing and editing the wide tv tape too, another factor which indicates the recorder won't immediately obsolete all other tv production procedures as feared in some quarters.

The recorder has no erase mechanism for the video section of the tape because it would have to be precisely synchronized with the high-speed whirling recording heads. The tape must be bulk-erased on another special device before being re-used on the recorder, thus the producer cannot immediately back up the tape and re-record over a flub as can be done with a sound recorder.

Mr. Meighan and other network executives, including Mr. Lodge and Frank Samuels, Pacific sales manager, were hosts to the delegates on a CBS Television City tour and a cocktail party.

NETWORK PEOPLE

William M. Koblenzer, account executive on ABC-TV's special project sales staff, which is responsible for network's *Film Festivals,* to ABC-TV general sales staff in a similar capacity. Mr. Koblenzer is succeeded in his former post by John R. Porterfield, WABC-TV New York account executive.

Ray Beindorf, account executive, KNXT (TV) Hollywood, to CBS-TV Spot Sales, Chicago, in similar position.

Edwin S. Reynolds, radio-tv director, Fletcher D. Richard Inc., N. Y., to ABC Radio as account executive.

5,000 WATTS Day and Night

WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN

LOW RATES
ASK HIL F. BEST

Technical Employment Status Good—Walker

ASSUAGING fears of heavy technical unemployment by virtue of remote control of radio station transmitters, A. Prose Walker, NARTB engineering manager, said last week that in the three years since the FCC authorized remote control operation of non-directional am and fm stations using transmitters with powers up to 10 kw, there has been no widespread loss of employment.

"On the contrary," Mr. Walker said, "it is still increasingly difficult to obtain qualified technical personnel . . ."

Mr. Walker, who addressed the summer meeting of the Pacific Division of the American Institute of Electrical Engineers in San Francisco, also stated that 98% of all remote control stations are operating in conformance with the FCC Standards of Good Engineering Practice. He also reported on a 1954 survey which showed that 53% of the stations replying reported no time loss through failure of remote control equipment.

Meanwhile, the FCC last week postponed the deadline for filing comments on the proposal to permit all am and fm stations to use remote control—without regard to power or directivity of antennas—from July 2 to Aug. 2. This was at the request of the National Assn. of Broadcast Employees and Technicians (NABET). The latest proposal on remote control was based on a petition by NARTB, filed last spring.

A signed editorial by Clifford F. Rothery, NABET international president, in the June issue of *NABET News,* charged that the NARTB petition "is in effect asking an agency of the federal government for an indirect subsidy." It claimed NARTB's arguments [B•T, Feb. 20] are "illogical."

NABET spokesman in Chicago had no comment on what specific comments the union would offer in its brief. The competing International Brotherhood of Electrical Workers is collecting information on broadcast station operations from its own locals to be used in its comments [B•T, June 11, 4].

North Carolina Broadcasters Hold Nags Head Meeting

RADIO and tv will be used on a sponsored basis in future campaigns, North Carolina Assn. of Broadcasters was informed Thursday by the N. C. Heart Assn. The broadcast group had protested use of newspapers on a paid basis while radio-tv were asked to donate time.

Meeting at Nags Head, NCAB sessions were presided over by Allen Wannamaker, WBIG Greensboro, president. Announcement was made that Ford Motor Co. had bought 40 Tobacco Network and other stations for *Tar Heel Farm Hour,* thrice weekly. The program is produced by NCAB and the state university. Jack Hankins, WELS Kinston, reported for the agriculture committee.

David Weaver, extension director, N. C. State College, said county agents had taken part in 12,000 radio and 800 tv programs in 1955.

Other speakers included Richard P. Doherty, management consultant; Thompson Greenwood, secretary, N. C. Merchants Assn.; Harry Payne, Blackburn-Hamilton Co.; Tony Vacarro, Associated Press, and John B. Poor, MBS president. Mr. Poor spoke at the Friday luncheon. At a Friday breakfast he explained the new MBS affiliate structure.

The resolutions committee went on record as approving a proposal that FCC be asked to make engineering licenses good for life and passed a resolution supporting the NARTB proposal that all radio stations be permitted to operate transmitters by remote control. Committee members are Chairman Harold J. Essex, WSJS Winston-Salem, J. Robert Covington, WBT Charlotte, and E. Z. Jones, WBBB Burlington.

NCAB will provide coverage of a special session of the Legislature starting July 23, with Fred Fletcher, WRAL Raleigh, in charge. Proceedings will be fed via fm off-the-air hookup.

A survey conducted by the NCAB sports committee showed that 26 replying stations took in $180,000 from sports programs.

TESTIMONIAL on behalf of the industry was presented June 22 to C. E. Arney Jr., retiring NARTB secretary-treasurer, by NARTB President Harold E. Fellows, who presided at the luncheon. Mr. Arney was given $2,500 cash gift, radio and tv sets and other gifts on completion of 17 years.

Texas UP Organizes

ORGANIZATIONAL meeting of the United Press Broadcasters Assn. of Texas was scheduled to be held in Austin yesterday (Sunday), with William C. Payette, assistant general news manager of UP, as guest speaker. At a preliminary meeting in Dallas several weeks ago a proposed constitution was drafted and was to be voted on at the Austin meeting. Officers of the planning group are Bill Stinson, WFAA-TV Dallas, president; Larry Rasco, KRLD-TV Dallas, vice president, and LaNeil Stapp, UP Dallas, secretary-treasurer.

FOR
SALE
PRATHER REALTY
COMPANY
Robbie Robinson

"All you have to do is listen to KRIZ Phoenix and learn how to do it yourself."

The ONLY way you can really
REACH...
all of this rich
Central Texas
Market is with

It's the long reach that counts!
Get over 158,126 TV Homes*
with KTBC-TV and over
$782,517,000 E. B. I.**

*May 1, 1956
**Whole or Partial Coverage,
Sales Management, 1956

KTBC'S radio voice
REACHES 62 Central Texas
counties . . . but rates are
based on ONLY 20 counties
of Austin's Trade Area!

KTBC

CHANNEL 7
CBS • NBC • ABC
316 kw MAX.

CBS

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

Sam Molen, veteran KMBC-KFRM Sports Director, keeps himself in top broadcasting condition with three daily sportscasts plus several weekly sport shows and features. Personalized radio that sells as it serves!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

H. Dennison Parker Named To Head Fla. Broadcasters

H. DENNISON PARKER, WTAN Clearwater, was elected president of the Florida Assn. of Broadcasters at the June 21-23 meeting in Clearwater. He succeeds Harold P. Danforth, WDBO Orlando. Other officers elected were James L. Howe, WIRA Fort Pierce, first vice president; John H. Phipps, YTAL Tallahassee, second vice president, and Charles Fernandez, WKXY Sarasota, secretary-treasurer.

Elected to the FAB board were Larry Rollins, WSIR Winter Haven; Mr. Danforth; M. A. Reynolds, WFTW Fort Walton Beach; Lee Ruwitch, WTVJ (TV) Miami; Tom Gilchrist, WJHP Jacksonville; Frank Hazleton, WTNT Tallahassee, and Myron A. Reck, WTRR Sanford.

FCC Comr. Richard A. Mack, banquet speaker, said the uhf problem was due mainly to failure of manufacturers to provide enough all-wave receivers. Robert L. Heald, NARTB chief attorney, reviewed legal problems affecting broadcasters. James W. Blackburn, Blackburn & Hamilton, station brokers, spoke on methods of appraising station properties.

Mr. Howe was named head of a committee to study relations of broadcasters with educational bodies in coverage of sports. Resolutions were adopted calling for a study of music licensing and ratification of North American Regional Broadcast Agreement. John Browning, WSPB Sarasota, was chairman of the resolutions committee.

BRIEFING on duties of new Florida Assn. of Broadcasters officers was given by Harold P. Danforth (l), WDBO Orlando, retiring president. New officers (l to r): Charles Fernandez, WKXY Sarasota, secretary-treasurer; H. Dennison Parker, WTAN Clearwater, president, and James L. Howe, WIRA Fort Pierce, first vice president.

Rhode Island Assn. Re-Elects H. William Koster President

H. WILLIAM KOSTER, WEAN and WPJB-FM Providence, was re-elected president of Rhode Island Broadcasters Assn. at the June 22 meeting held in Providence.

MR. KOSTER

Other officers re-elected were Edward Boghosian, WJAR-TV Providence, vice president, and Milton Mitler, WADK Newport, secretary-treasurer. The name of the association originally was Rhode Island Radio & Television Broadcasters Assn. Mr. Koster is serving his third one-year term as association president.

Ad Group Installs Officers

INSTALLATION of new officers and directors of the Assn. of Advertising Men & Women Inc., New York, was held Tuesday at the Biltmore Hotel. The officers are John J. Patafio, *Reporter of Direct Mail Advertising*, president; Stan Rubin, Elite Letter Co., New York, and Robert Murphy, Bureau of Advertising, ANPA, both vice presidents; William Graves, Grey Adv., New York, treasurer; Vinnie Volpe, *Lithographers' Journal*, secretary; and Marianne Heiden, Frederick Atkins Inc., New York, assistant secretary. Elected to the board: Herbert Ahrend, Ahrend Assoc., New York; Alan Jacobson, free-lance writer; John Ryder, Local Trademarks Inc., New York; Conrad Schafran, Edwin Freed Inc., New York; and Charles Diamond, Charles Diamond Studio, New York.

SDX Accepting Nominations For Fellows in Journalism

SIGMA DELTA CHI last week announced opening of nominations for the election of Fellows in Journalism, setting a deadline of Nov. 1 for entries. Under SDX rules, not more than three living journalists may be selected.

A committee of past SDX presidents will review the nominations, presenting a maximum of six candidates to the national convention of the professional journalism fraternity at Louisville, Nov. 28-Dec. 1. Alden Waite, president of Southern California Associated Newspapers, heads the committee.

Nominations are being accepted (in writing) from individuals, chapters and fraternity members at Sigma Delta Chi headquarters, 35 E. Wacker Drive, Chicago 1, Ill. Twenty-four journalists have been honored in the past by SDX with fellowships.

Monroe Elected to Head La.-Miss. AP Broadcasters

BILL MONROE, news editor, WDSU-AM-TV New Orleans, was elected president of the La.-Miss. Associated Press Broadcasters Assn. at the group's meeting in Natchez, Miss., June 23-24. Granville Walters, general manager of WAML Laurel, Miss., was elected vice president.

Roundtable work sessions were held, dealing with both wire and local news matters, and Don Rowland, KSIG Crowley, La., took top honors in a "cold reading" newscasters contest. Fifty-two broadcasters and their wives attended the sessions.

RAB Moves Into Boston For 5-Day 'Sales Blitz'

ANOTHER MOVE to hypo local radio sales was taken last week as Radio Advertising Bureau launched the first of a series of five-day "sales blitzes" in the Boston area. The drive, scheduled to blanket 22 U. S. cities, will attempt to "talk radio" to local food manufacturers, grocery chains, retail stores, industrial firms, utilities and banks [B•T, June 11].

For five consecutive days last week, RAB vice president and general manager John F. Hardesty, aided by RAB salesmen, Ted Maxwell, Jim Baker and John Curry, called on Boston "prospective" advertisers on behalf of stations WBZ, WEEI, WHDH, WNAC and WVDA all RAB members. Results of the push will be made known to station managers concerned "some time this week."

TRADE ASSOCIATION PEOPLE

Helen Murray Hall, manager of advertising and promotion, NBC Western Div., Hollywood, elected president of L. A. Advertising Women Inc. Others elected: **Betty Kizer,** Trans World Airlines, first vice president; **Dee Davis,** Miracle Mile Assn., recording secretary; **Dorothy Winter,** BBDO, corresponding secretary; **Marion Vilmure,** Roy Rogers Enterprises, treasurer; **Mildred Carruth,** KIEV Glendale, Calif., assistant treasurer. Board members: **Jane Collins,** Hixon & Jorgensen Inc.; **Fran Harris,** Harris-Tuchman Productions; **Lucile Liets,** Liets Advertising; **Helen Pine,** Times-Mirror Co.; **Marjorie Lenz,** *Charm* magazine; **Claire Hughes,** KWKW-AM-FM Pasadena, Calif.

A. N. Haas Jr., Bud Radio, Cleveland, elected chairman and director of Assn. of Electronic Parts & Equipment Mfrs. **Kenneth Hathaway,** Ward Leonard Co., Chicago, elected treasurer; **Kenneth C. Prince,** executive secretary, and **Helen Staniland Quam,** Quam-Nichols, vice chairman.

Brand Plugging

BRAND NAMES FOUNDATION is distributing two tv spot commercials on the value of brand advertising and brand buying to tv stations in major market areas. Time for the foundation's advertising is being contributed by the stations. The tv spot campaign is similar to the institutional advertising on brand themes used in printed media and on radio. The announcements were created by Dancer-Fitzgerald-Sample, New York, volunteer agency this year for the foundation's consumer advertising.

Snyder Adds Duties In Ampex Expansion

BECAUSE of expanded production and sales in video tape recorder field, Ampex Corp. has expanded its sales staff, with Ross H. Snyder named manager of video sales in addition to his duties as sales manager for theatre stereophonic and custom audio products, Ampex President George Long announced Thursday.

Walter Goldsmith is in charge of video customer relations while Charles P. Ginzberg, project engineer for development of the video tape recorder, has been named chief video engineer. Senior video project engineer is Charles E. Anderson. Ampex is increasing its engineering staff by 150% and adding 50,000 sq. ft. of production facility at its Redwood City, Calif., plant to handle the tv recorder.

Before the Ampex tv tape recorder demonstration Tuesday at CBS Television City, Hollywood, for the Advertising Assn. of The West (story, page 29), Ampex officials met with executives of KTTV (TV) and KHJ-TV Los Angeles and KRON-TV San Francisco to explore potential of recorder in addition to immediate function of delayed telecasting.

Since the NARTB convention last April, Ampex has not been soliciting new orders because of production backlog yet to handle. Some 70 units were ordered by 35 stations while CBS-TV bought the first three prototypes and since has ordered two more, to be delivered this fall. After three units go to NBC-TV, CBS-TV also has ordered seven production units for total of 12 machines and is understood to have planned progressive acquisition of additional units later.

Ampex Plans Free Service At Both National Conventions

AMPEX Corp., Redwood City, Calif., has announced plans to furnish materials and recording services free to accredited broadcast representatives covering the Democratic and Republican nominating conventions in August. Ampex will install complete recording studios, equipped with Ampex Model 350 console recorders and Model 600 lightweight portable recorders at hotel headquarters and convention site for both conventions.

The Ampex studios in Chicago for the Democrats, who convene Aug. 13, will be located on the second floor of the north wing of the International Ampitheater and the Conrad Hilton Hotel. For the Republican convention, beginning in San Francisco Aug. 20, Ampex will occupy studios in the North Barn at the Cow Palace and the Fairmont Hotel. The studios will be open several days in advance of the conventions so that newsmen may cover the arrival of their home state delegations.

Microphones for the studios will be furnished by Altec-Lansing Corp., and recording tape will be supplied by Minnesota Mining & Manufacturing Co. Ampex will provide all necessary supplies for addressing and mailing of recorded tapes to radio stations throughout the country.

.CLIP THE CLIPPER.
Like many other BIG NAME firms, you, too, can clip monthly Clipper art for striking, original layouts that can be produced in a jiffy. Free sample. Yours to use. Address . . .
MULTI-AD SERVICES, INC.
Box 806-O Peoria, Illinois

$22 Billion in Electronics By 1965, Sylvania Men Aver

AN ANNUAL $22 billion or more electronics business by 1965 was seen last week by several key executives of Sylvania Electric Products Inc., who met with the firm's radio-tv distributors at a three-day conference in Buffalo on the forthcoming sales picture.

Not only will the industry set a new record of over $11.5 billion this year, said Sylvania's chairman and president, Don G. Mitchell, but tv set production will surpass the 7.5 million mark by the end of this year. Color set production, Mr. Mitchell predicted, will reach 275,000 units this year, of which 200,000 will ultimately reach the consumer; by the end of 1957, he added, color set production will climb to 900,000, with black-and-white set production dropping to 6.7 million units.

"Color television," Mr. Mitchell declared, "is definitely on the way . . . However, it will be some time before color sets will be marketed in relatively large quantities and it will be four or five years before color sales catch up to black-and-white."

Mr. Mitchell and his vice president in charge of operations, Marion E. Pettegrew, underscored that point when they introduced Sylvania's second and third color set model to date, the "Granada" and "Saratoga," retailing at $595 and $695, respectively. Sylvania's first color set, introduced last year, retails at $850.

WHYY-TV Buys Equipment

WHYY-TV, Philadelphia ch. 35 educational outlet, has ordered a $300,000 12½ kw transmitter and related studio equipment from RCA, Richard Burdick, the station's managing director, announced last week. Studio equipment will include three image orthicon cameras, one vidicon camera for slides and 16 mm films and kinescope recording equipment. WHYY-TV has not as yet announced a target date.

Three Outlets Order From GE

GENERAL ELECTRIC Co. reported last week it had shipped a 10 kw transmitter to KLAS-TV Las Vegas, Nev. (ch. 8) and a six-bay antenna to WMBR-TV Jacksonville, Fla. (ch. 4). GE also has an order from WCYB-TV Bristol, Va. (ch. 5) for August delivery of a 30 kw transmitter and three-bay batwing antenna.

DuMont Ships to WDBJ-TV

A 50 kw transmitter, with associated equipment, was shipped last week by Allen B. DuMont Labs to WDBJ-TV Roanoke, Va. (ch. 7), as a replacement for the station's 5 kw transmitter. The station reports that the power increase will boost its effective radiated power from 27.78 kw to 316 kw.

MANUFACTURING SHORTS

Crescent Industries Inc., Chicago, to introduce new line of high fidelity phonographs, tape recorders and record-changers at 1956 Music Trades Industry Show in New York July 23-26.

Philco Corp. Government & Industrial Div., Phila., reports Telesistema Mexicano S. A. (XEW-TV, XEQ-TV, XHTV [TV], XEX-TV, XHGC-TV Mexico City and XHNL-TV Monterrey) purchase of 1-kw vhf transmitter. Transmitter and associated studio equipment to be installed at network's plant, Guadalajara, Mexico's second largest city.

Sylvania Electric Products Inc., N. Y. reports installation of 1,050 special combination radio-tv sets at Toronto (Canada) Royal York Hotel,

The DYNAMIC
STATION in the
RICH
TULSA
MARKET
KRMG!
•50,000 WATTS •740 KC
★DYNAMIC COVERAGE!
★DYNAMIC RATINGS!
★DYNAMIC Personalities!
LET YOUR BLAIR MAN TELL YOU HOW YOUR DOLLAR BUYS MORE WHEN YOU USE
KRMG
TULSA
THE GREAT
INDEPENDENT
OF THE SOUTHWEST

338,100 Families
with a net E.B.I. of $1,793,518,000, reside within WHBF's 25,500 sq. mile coverage area according to S. M. 1956 Survey of Buying Power. 98% own radios—80% have TV (TV Magazine).
CBS FOR THE

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW ¼ MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

replacing two-channel radio unit system installed in 1929. Firm also announced 500 tv sets being installed in Buffalo, N. Y., Statler Hotel.

Affton Industries, St. Louis, is introducing a long-playing recording tape, said to have base with greater tensile strength than normal tape bases.

RCA, Camden, N. J., has reported shipment of 25-kw transmitter to KIDO-TV Boise.

Electro-Voice Inc., Buchanan, Mich., announces new Model 649 miniature lavalier dynamic microphone for tv. Unit measures 2 11/16 x ¾ in. and weighs 1.3 ou., is omnidirectional and can be held in hand or used on stand as well as around performer's neck. Frequency response is 70-13,000 cps. List price is $115.

General Electric Co., Syracuse, N. Y., has announced price reductions ranging up to 27% on ten new transistors used in portable and table model radios and high fidelity audio systems. Lowered prices eventually could be reflected in price reductions of as much as 20% on transistorized portable radios in 1957 models, G-E says.

Turner Co., Cedar Rapids, Iowa, announces new dynamic microphone, model 124, usable on stand or as hand unit. Low-cost instrument is available with 12-ft. removable cable, single-conductor shielded on high impedance models and two-conductor shielded on low impedance models. List price is $49 and shockmount stand is $8.

MANUFACTURING PEOPLE

Dr. Carlo L. Calosi, founder and manager of Raytheon Mfg. Co.'s research department, Chicago, recently on leave of absence to serve Finmecanica, Raytheon's Italian manufacturing licensee, has rejoined company in U. S. as vice president and consultant in microwave and power tube operations.

Ira J. Kaar, engineering department manager, General Electric Co. electronic division, to Hoffman Electronics Corp., L. A., as vice president and engineering director.

William L. Unger, administrative assistant chief engineer, Packard-Bell Co. (tv, radio sets, hi-fi equipment), L. A., named assistant to vice president of technical products division. **Kenneth L. Jones,** formerly engineering manager of Sylvania Electric Products Microwave Tube Laboratory, to Packard-Bell as assistant chief engineer for technical products division.

Donald J. Hughes, advertising and sales promotion supervisor for electronic products, Sylvania Electric Products Inc., N. Y., appointed advertising manager of electronic products sales department.

Richard A. Wilson (Rear Admiral, Ret., U.S.N.) to Magnavox Co., Fort Wayne, Ind., as coordinator of plans and programs.

Frank R. Buchanan, administrator of product planning control and special analysis, RCA, to controller of RCA semiconductor division, Harrison, N. J.

Brig. Gen. David Sarnoff, RCA board chairman, named honorary chairman, The American Museum of Immigration's Greater New York Committee. Campaign called "Operation Unity," intends to raise $5 million to set up museum and to provide special endowment fund for educational program. Museum will become part of Statue of Liberty National Monument and will be administered by Dept. of Interior's National Park Service.

ANNUAL AWARDS BY AAW ARE MADE AT CONVENTION

Radio jingle prepared for Southern Pacific Railroad and tv spot created for Chevrolet by Five-Star Productions are winners of top honors.

NEWEST radio jingle prepared for the Southern Pacific Railroad by Song Ad Film-Radio Productions, Hollywood, took top awards in the craft competitions of the Advertising Assn. of the West 53d annual convention last week as a tv spot created for Chevrolet by Five-Star Productions, Hollywood, won first honors in that medium.

Foote, Cone & Belding's San Francisco office, which is testing the Southern Pacific spot on stations in both that city and Los Angeles, reported the radio campaign "very successful" and pointed out that the jingle and its train-rhythm style permit it to be fully integrated by disc jockeys within their programs as though it were a hit tune itself. Song Ads President Robert Sande wrote and sang the jingle, backed by four vocalists and instrumental group directed by Vice President Larry Greene.

Agency placing the winning Chevrolet tv commercial in western markets is Campbell-Ewald Co., Detroit.

Full list of radio and tv awards follows:

RADIO ADVERTISING AWARDS

Perpetual Trophy—Donated by Vancouver Advertising & Sales Bureau, Vancouver, B. C., for best over-all job in all classifications, won by Southern Pacific Company, San Francisco; spot announcement in city of 100,000 or more population; agency, Foote, Cone & Belding, San Francisco; producer, Song Ad Film-Radio Productions, Hollywood.

COMMERCIAL PROGRAMS

(A) Prepared and used primarily in cities of 100,000 or over, or networks, won by Sturdy Dog Food Company, Burbank, Calif.; program, Sturdy Dog Food Newscast; station, KBIG Avalon, Calif.; agency, Mogge-Privett Inc., Los Angeles.

Honorable Mention: Associated Products Corp., Puente, Calif.; program, Sakrete Ready-mix Cement; station, KBIG Avalon, Calif.; agency, Glenn Advertising Agency, Los Angeles.

(B) Prepared and used in cities of less than 100,000, won by Johnson Pontiac Co., Colorado Springs; program, *Sabena Lounge;* station, KRDO Colorado Springs; producer, KRDO Radio Copy Dept.

COMMERCIAL SPOT ANNOUNCEMENTS

(A) Prepared and used primarily in cities of 100,000 or over, or on nets, won by Southern Pacific Co., San Francisco; agency, Foote, Cone & Belding, San Francisco; producer, Song Ad Film-Radio Productions, Hollywood.

Special Honorable Mention: Delsom Estates, Devon Gardens, New Westminister, B. C.; station, CKNW New Westminster, B. C.

Honorable Mention: L. F. D. Chevrolet Dealers; station, KMPC Hollywood; agency, Eisaman & Johns, Los Angeles, also Eastside Old Tap Lager beer, Los Angeles; agency, J. Walter Thompson Co., Los Angeles; producer, Song Ad Film-Radio Productions, Hollywood.

Special Award for Successful Handling of a Difficult Sales Problem, won by Continental Air Lines, Denver; agency, Galen E. Broyles Co., Denver; station, KOA and 17 others.

Special Award for Effective Continuity Establishing Theme, won by Bergermeister beer, Hollywood; agency, Batten, Barton, Durstine & Osborn, Hollywood; producer, Song Ad Film-Radio Productions, Hollywood.

(B) Prepared and used primarily in cities of less than 100,000, won by Frontier Airlines, Denver; agency, Rippey, Henderson, Kostka & Co., Denver.

Honorable Mention: Littletown, Tucson, Ariz.; station, KOPA-AM Tucson; producers, Don Phillips, Ed Tucker, KOPO-AM Tucson.

TELEVISION COMMERCIAL AWARDS

SWEEPSTAKES AWARD, donated by Hollywood Advertising Club for best over-all entry selected from the winners of all classifications, won by Chevrolet Motor Co., Flint, Mich.; agency, Campbell-Ewald Co., Detroit; producer, Five-Star Productions, Hollywood.

CLASSIFICATION 1, local advertisers, film commercials (one minute or less), won by Broadway Merchants, Salt Lake City, Utah; agency, none; producer, Dan Rainger, Salt Lake City.

CLASSIFICATION 2, regional advertisers, film commercials (one minute or less), won by Rheingold Brewing Co., Los Angeles; agency, Foote, Cone & Belding, Los Angeles; producer, UPA Pictures Inc., Burbank, Calif.

Honorable Mention (No preferential rating): Bowman Biscuit Co., Denver, Colo.; agency, Ball & Davidson, Denver, Colo.; producer, Alexander Film Co., Colorado Springs, Colo.; W. P. Fuller Co., San Francisco; agency, Young & Rubicam, San Francisco; producer, Academy Productions, Los Angeles, and Bank of America, San Francisco; agency, Charles P. Johnson Co., San Francisco; producer, Storyboard Inc., Hollywood.

CLASSIFICATION 3, national advertisers, film commercials (one minute or less), won by Chevrolet Motor Co., Flint, Mich.; agency, Campbell-Ewald Co., Detroit; producer, Five-Star Productions, Hollywood.

Honorable Mention: Hills Bros. Coffee Inc., San Francisco; agency, N. W. Ayer & Son Inc., San Francisco; producer, Johnson and Siday, New York.

CLASSIFICATION 4, general, live or kine, any length, won by Utah Copper Div., Kennecott Copper Corp., Salt Lake City; agency, Adamson, Buchman & Associates, Salt Lake

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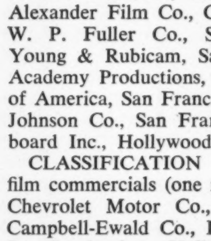
Promotion Managers Contest Won by KARD-TV's Leon Bert

LEON BERT, promotion manager of KARD-TV Wichita, Kan., has been named first place winner of the eight-state, 22-station Skelly Oil Co. promotion managers contest.



MR. BERT

The contest was to select the most outstanding promotion and merchandising support offered Skelly Oil's weekly *Waterfront* television program, for the period of April 29 to May 31.

Runners-up were WDSM-TV, Duluth, Minn.; WKOW-TV, Madison, Wis., and WMT-TV, Cedar Rapids, Iowa.

Meanwhile, Skelly reported that retail sales had jumped 103% in the greater Wichita area.

City; producer, Nathan Berlin-Charles Sweeney, Salt Lake City.

Honorable Mention: Pacific Telephone & Telegraph Co., San Francisco; agency, Batten, Barton, Durstine & Osborn, San Francisco; producer, Volcano Productions, Hollywood, and Jet Glas Water Heater, Los Angeles; agency, Hixson & Jorgensen, Los Angeles; producer, Song Ad Film-Radio Productions, Hollywood.

SPECIAL AWARD, low budget, won by Oven Magic, San Jose, Calif.; agency, Long Advertising Inc., San Jose; producer, Motion Picture Service, San Francisco.

Ed Graham Wins Ad Award

ED GRAHAM, 27, formerly a copywriter at Young & Rubicam, New York, last week was named the "Outstanding Young Advertising Man of 1956" by the Assn. of Advertising Men and Women. Mr. Graham was honored by the organization at a meeting in New York for his creative work in formulating the Piel's beer advertising campaign centered around the mythical Piel brothers, Bert and Harry. Mr. Graham recently left Y & R to form his own tv commercial company—Goulding, Elliott, Graham Inc.—in partnership with Ray Goulding and Bob Elliott (the voices of Bert and Harry). A special citation for "Outstanding Achievement in Advertising" was presented to Louis G. Cowan, CBS vice president, for creating CBS-TV *$64,000 Question.*

AWARD SHORTS

KCMO Kansas City, Mo., received certificate of merit from Art Directors Club of Kansas City for best newspaper ad in annual competition. Entry was prepared by Potts-Woodbury, station's agency.

KMOX St. Louis cited in certificate of appreciation by St. Louis Red Cross Blood Program for station's series on national blood program.

Larrabee Assoc., Washington, won Advertising & Human Welfare Award from local Community Chest Federation. Award, given for advertising that resulted in successful campaign, represents first citation of its kind given by Washington Chest.

Mike Schaffer, promotion director, WDBJ-TV Roanoke, Va., received certificate of appreciation and title of honorary naval recruiter for work promoting *Navy Log,* CBS-TV show carried by WDBJ-TV.

Jim Dooley, m.c., *Let's Go Fishing* on WTVJ (TV) Miami, Fla., given Lions Club Achievement Award by Key Biscayne Lions Club for contributing to benefit Dade County youth.

KHOL-TV Holdrege, and **KGFW Kearney, both Neb.,** presented with commendation awards by Neb. National Guard. Awards given in conjunction with National Guard Exposition Days in Kearney.

L. E. Caster, president of WREX-TV Rockford, Ill., cited by local Commission on Human Relations for helping public education through television, contributions to social causes and group hospitalization plans in his business enterprises.

Broadcast Music Inc., N. Y., cited by American Legion for "Fourth of July and Our Children" programming service, which BMI is currently mailing to radio-tv station subscribers. Manual contains information regarding safety hazards involved in firecrackers and suggestions for promoting Independence Day.

Olmsted Sound Studios, N.Y., was presented award for "outstanding and imaginative decor in American industry" by Fashion Council of Upholstery Trade Schools, making second successive year that Olmsted has been honored by council.

CBC's Board of Governors Refuses New Station Bids

THE board of governors of the Canadian Broadcasting Corp., meeting June 22 at Ottawa, refused all new applicants for am and tv stations. Approvals were given only for share transfers, changes of corporate name and expansion of CFRG Gravelbourg, Sask., to nighttime operation with 250 watts on 1230 kc.

New radio stations at Calgary, Winnipeg, Burlington (Ont.), Welland (Ont.) and Toronto, were denied, primarily because the board felt there were already enough stations in the areas giving service. The Toronto request was for an fm station, which had been turned down last year and which would have been used to some extent for storecasting service.

Applicants for tv stations at Yorkton, Sask., and Rouyn, Que., were turned down, the first because financial basis of applicants was held not satisfactory, and the second was turned down for further study in view of petitions from the area that CBC open a station there.

Power increase for CKOT Tillsonburg, from 250 watts on 1510 kc to 1 kw on 1510 kc was deferred for further study.

Canadian Radio-Tv System Backed by Station Manager

PRESENT SET-UP of Canadian radio and television, with government-owned and private stations, is the only workable system for Canada, according to Finlay H. MacDonald, manager of CJCH Halifax, N. S., and a former president of the Canadian Assn. of Radio & Television Broadcasters. Mr. MacDonald aired this view before the Royal Commission on Broadcasting at Halifax in mid-June, pointing out that in his opinion a private television network is not feasible at present.

If second tv stations are to be licensed to private owners in cities now having one station, these second stations should also form part of a second tv network controlled by the Canadian Broadcasting Corp. Mr. MacDonald felt that demand for an independent regulatory body could be met by having two members of the CBC board of governors, in addition to the chairman, placed on full-time salaries. He criticized CBC for its administrative structure which he said deprived staff of initiative, and for what he termed its pre-occupation with tv to the neglect of its radio responsibilities.

CFCL-TV Timmins on Air

CFCL-TV Timmins, Ont., began telecasting to northern Ontario's gold mining region on June 30, on ch. 6. The station, which is programming 75% in English and 25% in French, is affiliated with CFCL, a French-language radio station at Timmins. Owner is Conrad Lavigne. Rene Barrett, general manager of CFCL-TV, plans at least one hour local live program nightly. Omer Renaud & Co., Toronto, represents the station in Canada, Joseph H. McGillvra in the United States.

Canadian Tv Set Sales Drop

SALES of television sets declined 14% in the first four months of this year, according to figures released by the Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto, Ont. Sales of sets to dealers in the January-April period totaled 168,635 valued at $50,478,605, compared to 197,183 sets at $60,754,034 in the January-April 1955 period.

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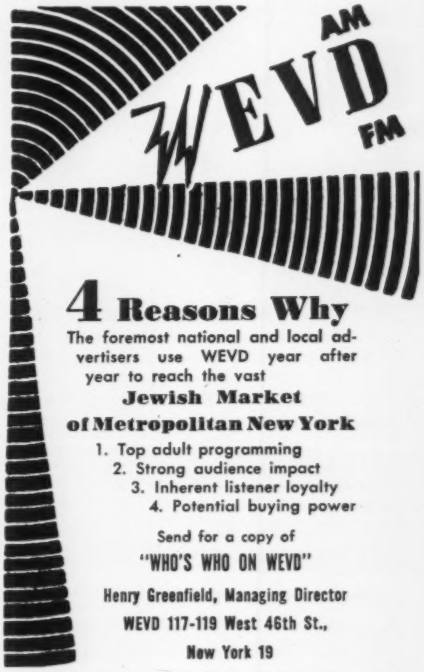

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Buss Heads Canadian Group

BOB BUSS, manager of CHAT Medicine Hat, Alta., has been elected president of the Western Assn. of Broadcasters, succeeding Vern Dallin of CFQC-AM-TV Saskatoon, Sask. WAB directors elected were Gil Seabrook, CJIB Vernon, B. C.; Norm Botterill, CJOC and CJLH-TV Lethbridge, Alta.; Vern Dallin; Jack Blick, CJOB Winnipeg, Man., and Chuck Rudd, CHUB Nanaimo, B. C.

INTERNATIONAL PEOPLE

Lorrie Potts has purchased Toronto office of James L. Alexander Co., station representative firm, where he has been manager for some time. Company name is to be changed to Lorrie Potts & Co. Montreal office of Alexander Co. continues to be managed by Jim Sheridan.

W. H. Clerk, supervisor of commercial radio and television at Canadian Broadcasting Corp., Toronto, Ont., to supervisor of radio and tv at Young & Rubicam Ltd., Toronto, succeeding **Bill Byles,** resigned to join H. N. Stovin & Co., station representative firm at Toronto, as executive vice president.

Dick Sheppard, film sales manager of S. W. Caldwell Ltd., Toronto, film distributors, to supervisor of tv production at McKim Adv. Ltd., Toronto, Ont.

Keith Chase, tv director of McKim Adv. Ltd., Montreal, and prior to that sales manager of CFPL London, Ont., to sales and promotion manager of CKCW-TV Moncton, N. B.

Ross Hamilton to sales manager of CKNX-TV Wingham, Ont., succeeding **Vin Dittmer,** resigned after more than decade with CKNX-AM-TV.

Gilles Morin to sales representative, Montreal office of Jos. A. Hardy & Co. Ltd., station representative.

Donald Ferguson, formerly sales representative of All Canada Radio-Television Ltd., Toronto, Ont., to radio-tv timebuyer of Harold F. Stanfield Ltd., Toronto.

Earl Conner, chief engineer of CFAC Calgary, Alta., elected chairman of engineering section, Western Assn. of Broadcasters at annual meeting in Vancouver. He succeeds Bill Forst of CKOM Saskatoon, Sask.

INTERNATIONAL SHORTS

CKSL London, Ont., has started operation with 5 kw on 1290 kc. J. Lyman Potts, formerly of CKOC Hamilton, Ont., is manager, John C. Morris sales manager and Francis R. Kirton program manager. Station is represented in Canada by National Broadcast Sales and Horace N. Stovin & Co., and in U.S. by Canadian Station Representatives Inc.

CKSW Swift Current, Sask., now on air with 250 w on 1400 kc. D. W. Scott is general manager, Wilf Gilbey station manager and Alec Maxwell commercial manager. Station is represented in Canada by Radio Representatives Ltd., Toronto, Ont.

Standard Brands Ltd., Montreal, Que., and **Frigidaire Products of Canada Ltd.,** Toronto, Ont., jointly begin on July 4 sponsorship of new summer half-hour variety show *The Barris Beat,* with Alex Barris, *Toronto Globe & Mail* theatre critic, as master of ceremonies. Program is being aired on CBC tv network, Wed. 9-9:30 p.m. Agencies are J. Walter Thompson Co., Montreal (Standard Brands), and Baker Adv. Agency, Toronto (Frigidaire).

Fund Spends $500,000 In Media Over 3 Years

OF THE $5.4 million spent the past three years by the Fund for the Republic, more than $500,000 has gone into projects bearing directly on radio, tv or both. In addition, there is more than $85,000 granted but not yet spent on projects which may bear directly on the broadcast media.

These figures, contained in a three-year report summarizing the fund's activities, were released June 22 in New York. A breakdown includes $127,482 for blacklisting study in movies and radio-tv; $195,221 for general work in radio-tv, encompassing attempted placement on programs on air; $20,000 for experimental tv films (aired by KRON-TV San Francisco); $5,000 for American Friends Service Committee's radio tape program (aired on rural radio outlets and school systems); $4,211 for recordings of Senate Judiciary Subcommittee hearings on constitutional rights (aired on various radio stations); $46,541 for tv series to feature Herbert L. Block, cartoonist for *Washington Post & Times Herald,* which failed to materialize; $65,383 for experimental expansion of newsfilm and radio recording, started in California last September; $59,799 for tv script competition (written off by fund); $17,937 (not including sums for actual awards) to Robert E. Sherwood tv awards, and others. The organization now has $10.5 million in reserve.

In general, the projects authorized bore on such subjects as civil liberties, constitutional rights, education, freedom and justice. Commenting on its extensive, near $200,000 project of exploring and developing ways to place programs on air "that might otherwise not be shown," the fund noted that pilot film of half-hour series entitled "Challenge," based on loyalty oaths, was made and though "widely praised" by people in "industry, advertising and television . . . the sale effort was a failure." Fund now is distributing prints on non-commercial basis.

Other series being prepared under this project include "Integration in St. Louis" and "A Date With Liberty." A number of pilots of Al Capp, filmed series starring cartoonist in commentaries on current events, were "reluctantly" abandoned because producer and fund could not agree on acceptable format.

The organization also wrote off its original, near $60,000 tv script competition, saying it "must be regarded as failure." In competition on historical role of civil liberties in America, 19 prizes were given for hour-long dramas and half-hour documentaries with plan to have some scripts produced on commercial tv. Concluded fund: "Despite efforts by the fund and the authors' agents, the attempt was unsuccessful."

Closed-Circuit Tv System Planned for Md. Schools

TELEVISION will become an important part of the curriculums at two high schools and six elementary schools of Washington County, Md., under a program opening in September. By 1958 all 47 schools in the county system will be equipped for closed circuit tv instruction.

Plans for the educational project were announced Tuesday by William M. Brish, county superintendent. Over 6,000 pupils in the eight schools will receive daily instruction by tv. Member manufacturers of Radio-Electronics-Tv Mfrs. Assn. are donating equipment. Fund for the Advancement of Education, a Ford Foundation project, is financing the training of personnel and supervising the program. Also participating are U. S. Office of Education, National Education Assn. and Joint Council on Educational Television.

Two main objects of the test, Mr. Brish said, are to discover ways of using closed-circuit tv to improve public education and to test ways of meeting the teacher shortage in the face of increasing enrollment and lack of facilities.

First tv instruction will be offered at the high school level in 9th grade science, 10th grade mathematics, 10th grade U. S. history and 12th grade English. Elementary work will include 6th grade science, 5th grade arithmetic, 4th grade social studies, and reading and number readiness in the first three grades. During the first term no pupil will receive tv instruction in more than one course.

A summer workshop will be held in Hagerstown July 9-Aug. 17, with 40 teachers participating.

High School Students Get College Credit on KQED (TV)

OUTSTANDING high school students in the San Francisco area will be able to earn three hours of college credit this fall via a television experiment being conducted by San Francisco State College and educational KQED (TV) there.

Between 150 and 200 students will take a psychology course, which is to be financed by a $125,177 grant from the Fund for Advancement of Education. Two weekly 45-minute tv lectures will be supplemented by a two-hour campus discussion every other week. Philco Corp. is participating by making tv sets available to each of the high schools.

The college will present four other regular undergraduate courses on KQED this fall.

Radio-Tv Institute Begins

SIXTH annual Barnard College-NBC Summer Institute of Radio & Tv opened last week at the NBC studios in New York for six weeks of classes devoted to various phases of radio and television. The institute is designed to introduce beginners to radio and tv for application in the community, in education and in the commercial field. NBC reported a registration of 56 students.

EDUCATION PEOPLE

Norris E. Grover, chief engineer, WKAR East Lansing, Mich., non-commercial station of Mich. State U., retired after 28 years.

James E. Lynch, instructor in radio-tv, State U. of Iowa, Iowa City, to Indiana U., Bloomington, as assistant professor of radio and television and program supervisor.

EDUCATION SHORTS

WFAA Dallas, Tex., cooperating with Southern Methodist U., Dallas, for second year in presentation of summer workshop course at station's studios. Station staffers aid in directing classes.

Allen B. DuMont Labs, Clifton, N.J., has instituted tuition aid plan for salaried employes who take engineering or science courses at college level. Under plan, employe who receives grade "A" or equivalent is refunded 100% of the tuition by the company; grade "B" 75% and grade "C," 50%.

Raytheon Mfg. Co., Waltham, Mass., has instituted new engineering development program to encourage employes to attend evening college classes and obtain scientific training. Qualified employes will be granted tuition and other fees and stipend for books and study at accredited colleges and universities with evening divisions, such as Boston U. and Northeastern U.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

JULY 1956

Total U. S. Stations on Air: 474
(Commercial: 454; Educational: 20)

Total Cities With Tv Stations: 301

Total Tv Homes: 35,000,000
(U. S. Census Bureau, February 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-July

BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown

DECATUR†—
► WMSL-TV (23) CBS, NBC; McGillvra; 31,800; $150

DOTHAN—
► WTVY (9) CBS; ABC; Young; 37,200; N; $150

MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $450

MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 129,000; N; $450

MUNFORD†—
► WTIQ (*7)

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
Flagstaff Telecasting Co. (9) 5/29/56-Unknown

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450

PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 143,880; N; $360
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400

TUCSON—
► KDWI-TV (9) Headley-Reed; $350
► KOPO-TV (13) CBS; Hollingbery; 54,253; $300
► KVOA-TV (4) NBC, ABC; Branham; 54,253; $300

YUMA†—
► KIVA (11) CBS, NBC, ABC; Raymer; 27,500; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; Pearson; 55,000; $200

FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 40,600; $200
KNAC-TV (5) Rambeau; 6/3/54-Unknown

HOT SPRINGS—
KSPS (9) 2/16/56-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 159,148; N; $450
► KATV (7) (See Pine Bluff)

PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 118,694; N; $450

TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 100,000; $300
► KERO-TV (10) NBC, CBS; Hollingbery; 183,000; N; $500

BERKELEY (SAN FRANCISCO)—
► KQED (*9)

CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250

CORONA†—
KCOA (52) 9/16/53-Unknown

EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 31,000; $250

FRESNO—
► KFRE-TV (12) CBS; Blair; $650
► KJEO (47) ABC; Branham; 170,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $550
KBID-TV (53) See footnote

LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,444,064; $2,000
► KCOP (13) Petry; 2,444,064; $1,250
► KHJ-TV (9) H-R; 2,444,064; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,444,064; N, LS, LF, LL; $2.700
► KRCA (4) NBC; NBC Spot Sls.; 2,444,064; N, LS, LF; $3,600
► KTLA (5) Raymer; 2,444,064; N, LS, LF, LL; $1,750
► KTTV (11) Blair; 2,444,064; $2,000
KBIC-TV (22) 2/10/52-Unkown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56

REDDING—
KVIP (7) 3/28/56-August; Branham; $225

SACRAMENTO
► KBET-TV (10) CBS; H-R; 390,000; N, LL, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 165,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350

SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 418,997; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 418,997; N; $850

SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,263,097; $1,700
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500.
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350

SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200

SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450

STOCKTON†—
► KOVR (13) Avery-Knodel; 1,141,290; $800

TULARE (FRESNO)—
► KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $175

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DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 377,689; $650
► KLZ-TV (7) CBS; Katz; 377,689; N; $700
► KOA-TV (4) NBC; NBC Spot Sls.; 377,689; N; $650
► KRMA-TV (*6)
► KTVR (2) Hoag-Blair; 377,689; N; $500

GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; $150

MONTROSE—
KFXJ-TV (10) 2/23/56-7/15/56 (Satellite of KREX-TV Grand Junction)

PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,000; $150

CONNECTICUT

BRIDGEPORT—
► WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
► WGTH-TV (18) CBS; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55

NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 373,596; N; $500

NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Raymer; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
► WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; $200

FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 375,000 (also Miami); $500

FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Petry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 367,238; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
► WGBS-TV (23) NBC; Katz; 278,869; N; $500
► WTHS-TV (*2)
► WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 371,500; N, LL, LF, LS; $900
► WITV (17) See Fort Lauderdale
WCKT (7) 1/19/56-7/29/56; NBC Spot Sls.; $850
WMFL (33) 12/9/53-Unknown

MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55

ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 164,000; N; $250
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55

PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150

PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 152,000; N; $300
WPFA-TV (15) See footnote

ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 301,900; $400

B·T TELESTATUS

TAMPA—
► WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $600
► WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $600

WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 90,000; $225
► WJNO-TV (5) NBC, CBS; Venard; 295,306; $275
WRIK-TV (21) See footnote

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; $45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 548,250; $800
► WSB-TV (2) NBC; Petry; 556,460; N, LS, LF; $1,000
WATL-TV (36) See footnote
WETV (*30) 3/21/56-Unknown

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,565; N; $300
► WRDW-TV (12) CBS; Branham; 170,000; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $315
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,142; N; $250

THOMASVILLE† (TALLAHASSEE, FLA.)—
► WCTV (6) CBS, NBC, ABC; Meeker; 80,564; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 65,025; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 54,040; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 312,028; N; $800

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,325,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC, CBS; Bolling; 190,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 169,000; N; $450
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 255,915; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 285,427; N; $800

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $800

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) Hollingbery; $600; 12/21/55-September

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $450
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,750; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 180,920; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 325,977; N; $325
► WMT-TV (2) CBS; Katz; 213,029; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LF, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) (See Kirkville, Mo.)

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 234,125; N; $500
► KAKE-TV (10) See Wichita
KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 529,346; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

New TV Stations

THE following tv stations started regular programming within the past month:

WESH-TV Daytona Beach, Fla. (ch. 2); WTRI Albany, N. Y. (ch. 35); WISC-TV Madison, Wis. (ch. 3); WTWV Tupelo, Miss. (ch. 9), and CFCL-TV Timmins, Ont. (ch. 6).

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 99,648; N; $300

LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 126,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 160,149; N; $300

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 100,537; $250
► KTAG (25) CBS; Young; 62,640; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 298,200; N; $400
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 392,236; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Bolling; 157,782; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WYES (*8) 2/17/56-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; N; $400

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
WAGM-TV (8) 3/27/56-Unknown

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 683,045; $1,100
► WBAL-TV (11) NBC; Petry; 704,063; N, LL, LS, LF; $1,250
► WMAR-TV (2) CBS; Katz; 678,977; N, LF, LS; $1,250
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,600
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage; plans return in September.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 230,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 230,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
▶ WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $575
CADILLAC—
▶ WWTV (13) CBS, ABC; Weed; 355,196; $300
DETROIT—
▶ WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
▶ WTVS (*56)
▶ WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
▶ WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
▶ CKLW-TV (9) CBC; Young; 1,568,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
▶ WKAR-TV (*60)
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-October
GRAND RAPIDS—
▶ WOOD-TV (8) NBC, ABC; Katz; 606,510; N; $1,175
WMCM (23) 9/2/54-Unknown
IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown
KALAMAZOO—
▶ WKZO-TV (3) CBS, ABC, NBC; Avery-Knodel; 620,500; N; $1,000
LANSING—
▶ WJIM-TV (6) NBC, CBS, ABC; Petry; 445,000; N; $800
▶ WTOM-TV (54) ABC; McGillvra; 60,850; $200
MARQUETTE†—
▶ WDMJ-TV (6) Weed
SAGINAW (BAY CITY, MIDLAND)
▶ WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375
TRAVERSE CITY—
▶ WPBN-TV (7) NBC; Holman; 56,920; $144

MINNESOTA

AUSTIN—
▶ KMMT (6) ABC; Avery-Knodel; 115,126; $200
DULUTH (SUPERIOR, WIS.)—
▶ KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
▶ WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
▶ KEYD-TV (9) Branham; 630,000; $450
▶ KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
▶ WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
▶ WTCN-TV (11) ABC; Katz; 650,000; $800
ROCHESTER—
▶ KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56
COLUMBUS†—
WCBI-TV (4) CBS, NBC; McGillvra; $150 7/28/54-7/13/56
HATTIESBURG†—
▶ WDAM-TV (9) NBC, ABC; Pearson; $175
JACKSON—
▶ WJTV (12) CBS, ABC; Katz; 149,000; $360
▶ WLBT (3) NBC; Hollingbery; 175,000; N; $360
MERIDIAN—
▶ WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 79,087; $250
WCOC-TV (30) See footnote
TUPELO†—
▶ WTWV (9) $150

MISSOURI

CAPE GIRARDEAU—
▶ KFVS-TV (12) CBS, NBC, ABC; Headley-Reed; 155,400; N; $400
COLUMBIA—
▶ KOMU-TV (8) NBC, ABC; H-R; 98,777; $250
HANNIBAL (QUINCY, ILL.)
▶ KHQA-TV (7) CBS; Weed; 149,060; N; $250
▶ WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
▶ KRCG (13) CBS; Hoag-Blair; 87,815; $250
JOPLIN—
▶ KSWM-TV (12) CBS; Venard; 113,500; N; $225
KANSAS CITY—
▶ KCMO-TV (5) CBS; Katz; 571,232; N; $1,200
▶ KMBC-TV (9) ABC; Peters, Griffin, Woodward; 571,232; N, LS, LF, LL; $540 (half-hour)
▶ WDAF-TV (4) NBC; Harrington, Righter & Parsons; 571,232; N, LS, LF, $960
KIRKSVILLE—
▶ KTVO (3) CBS, NBC; Bolling; 187,765; N; $300
ST. JOSEPH—
▶ KFEQ-TV (2) CBS; Headley-Reed; 161,079; $350
ST. LOUIS—
▶ KETC (*9)
▶ KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 921,618; N, LS, LF; $1,200
▶ KTVI (36) ABC, CBS; Weed; 422,422; $400
▶ KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
▶ KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
▶ KTTS-TV (10) CBS; Weed; 111,146; N; $250
▶ KYTV (3) NBC; Hollingbery; 102,519; N; $275

MONTANA

BILLINGS†—
▶ KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
▶ KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
▶ KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 27,500; $150
MISSOULA†—
▶ KGVO-TV (13) CBS, ABC; Gill-Perna; 24,870; $150

NEBRASKA

HASTINGS—
▶ KHAS-TV (5) NBC; Weed; 71,992; N; $200
HAYES CENTER†—
▶ KHPL-TV (6) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREDGE)—
▶ KHOL-TV (13) CBS, ABC; Meeker; 92,726; N; $300
LINCOLN—
▶ KOLN-TV (10) ABC, CBS; Avery-Knodel; 156,174; $400
▶ KUON-TV (*12)
OMAHA—
▶ KMTV (3) NBC, ABC; Petry; 370,021; N, LL, LS, LF; $900
▶ WOW-TV (6) CBS; Blair; 367,353; N; $850
KETV (7) 4/27/56-Unknown
SCOTTSBLUFF†—
▶ KSTF (10) (Satellite of KFBC-TV Cheyenne, Wyo.)

NEVADA

HENDERSON (LAS VEGAS)—
▶ KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $250
LAS VEGAS—
▶ KLAS-TV (8) CBS; Weed; 29,003; $250
▶ KLRJ-TV (2) See Henderson
▶ KSHO-TV (13) Forjoe; 27,900; $200
RENO—
▶ KZTV (8) CBS, ABC, NBC; Pearson; 25,000; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
▶ WMUR-TV (9) ABC, CBS; Forjoe; 1,127,959; $600
MT. WASHINGTON†—
▶ WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WFPG-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
▶ WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
▶ KGGM-TV (13) CBS; Weed; 74,183; $300
▶ KOAT-TV (7) ABC; Hollingbery; 62,000; $200
▶ KOB-TV (4) NBC; Branham; 74,942; $300
CARLSBAD—
KAVE-TV (6) Branham; $150; 6/22/55-August
CLOVIS—
KICA-TV (12) 2/23/56-Unknown
ROSWELL—
▶ KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
▶ WCDA (41) CBS; Harrington, Righter & Parsons; 175,000; N; $400
▶ WTRI (35) ABC; Venard; 175,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMPTON—
▶ WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
▶ WBEN-TV (4) CBS; Harrington, Righter & Parsons; 535,347 (plus 658,139 Canadian coverage); N, LS, LF, LL; $800
▶ WBUF-TV (17) NBC; H-R; 152,500; $500
▶ WGR-TV (2) ABC, NBC, CBS; Peters, Griffin, Woodward; 539,134 (plus 566,565 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
▶ WCNY-TV (7) CBS, ABC; Weed; 84,619 (plus 50,100 Canadian coverage); $200
WSYE-TV (18) 4/4/56-July
ELMIRA†—
▶ WTVE (24) ABC, NBC; Forjoe; 35,000; $150
WSYE-TV (18) 4/4/56-July
HAGAMAN—
▶ WCDB (29) (satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
▶ WPTZ (5) NBC, ABC; Hoag-Blair; 142,000 (plus 350,000 Canadian coverage); $250
NEW YORK—
▶ WABC-TV (7) ABC; Blair; 4,730,000; $3,750
▶ WABD (5) Raymer; 4,730,000; N, LL, LF, LS $2,200
▶ WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
▶ WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
▶ WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
▶ WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
▶ WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
▶ WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100
ROCHESTER—
▶ WHAM-TV (5) NBC, ABC; Hollingbery; 310,000 (plus 50,000 Canadian coverage); N; $800
▶ WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
▶ WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
▶ WRGB (6) NBC; NBC Spot Sls.; 490,630; N; $1,100
SYRACUSE—
▶ WHEN (8) CBS, ABC; Katz; 371,330; N; $700
▶ WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown
UTICA—
▶ WKTV (13) NBC, ABC, CBS; Cooke; 207,500; N; $550

NORTH CAROLINA

ASHEVILLE—
▶ WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
▶ WLOS-TV (13) ABC, CBS; Venard; 375,000; $400
CHAPEL HILL†—
▶ WUNC-TV (*4)
CHARLOTTE—
▶ WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
▶ WTVD (11) NBC, ABC; Petry; 289,465; N; $550
FAYETTEVILLE†—
▶ WFLB-TV (18) CBS, NBC; Young; 39,340; $150
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
▶ WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 422,691; N, LF, LS; $650
GREENVILLE—
▶ WNCT (9) CBS, ABC; Pearson; 164,980; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
▶ WNAO-TV (28) CBS, ABC; Avery-Knodel; 140,250; N; $325
Capitol Bctsg. Co. (5) Initial Decision 4/19/55
WASHINGTON—
▶ WITN (7) NBC; Headley-Reed; 150,000; N; $325
WILMINGTON—
▶ WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $250
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
▶ WSJS-TV (12) NBC; Headley-Reed; 520,594; N; $550
▶ WTOB-TV (26) ABC; Venard; 123,008; $200

NORTH DAKOTA

BISMARCK—
▶ KBMB-TV (12) CBS; Weed; 25,800; N; $150
▶ KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,750; $200
DICKINSON†—
KDIX-TV (2) 5/9/56-Unknown
FARGO†—
▶ WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 90,240; $400
GRAND FORKS—
▶ KNOX-TV (10) NBC; Rambeau; 37,000; N; $200
MINOT—
▶ KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
▶ KXJB-TV (4) CBS; Weed; 124,000; N, LF, LS; $400

OHIO

AKRON—
▶ WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown

COMPARATIVE NETWORK SHOWSHEET

TERNOON	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			Stand. Brands Valiant Lady	*It Could Be You* *L*		Wesson Oil Valiant Lady	*Tennessee Ernie Ford* *L*		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* *L*
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life	
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00					1:00 *CBS News* 1:10 *Standup & Be Counted* *S*			1:00 *CBS News* 1:10 *Standup & Be Counted* *S*			1:00 *CBS News* 1:10 *Standup & Be Counted* *S*	
1:15												
1:30					P&G As The World Turns			P&G As The World Turns			P&G As The World Turns	
1:45												
2:00					*The Johnny Carson Show* *S*			*The Johnny Carson Show* *S* (Alt. Tues.) Best Foods			*The Johnny Carson Show* *S* Simoniz July 4, 11, 18	
2:15												
2:30					Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* *L*		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)	
2:45												
3:00			Beechnut Dr. Spock L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15												
3:30			*Youth Wants To Know* *L*		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)	
3:45												
4:00			*Frontiers of Faith* *L*		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L
4:15					Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm	
4:30	*College Press Conference* *L*	*Adventure* (Sust.)	*American Forum* *L*		P&G The Edge of Night			P&G The Edge of Night			P&G The Edge of Night	
4:45						*Modern Romances* *L*			*Modern Romances* *L*			*Modern Romances* *L*
5:00	*Under the Sun* *L*	*Face the Nation* (Sust.) (St. 7/15) "Bandwagon 56" (Sus.)	Mutual of Omaha Zoo Parade L	Mickey Mouse Club (see footnote) F		*I Married Joan* *F*	Mickey Mouse Club (see footnote) F		*I Married Joan* *F*	Mickey Mouse Club (see footnote) F		*I Married Joan* *F*
5:15												
5:30		The CBS Sunday News (Sust.)	*Outlook* *L&F*									
5:45												
VENING												
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L									
6:15												
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F									
6:45					Whitehall News L			Pall Mall News L			Whitehall News L	
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	General Foods Topper F	Co-op Jack Drees L Sports Show			Co-op Jack Drees L Sports Show			Co-op Jack Drees L Sports Show		
7:15				Polaroid Corp. Daly-News	Whitehall News L		Daly-News	Pall Mall News L		Miles Labs Daly-News	Whitehall News L	
7:30	Pearson Pharmacal J. H. Breck P&G Mobile Hms. Famous Film Festival (Participating) F	Am. Tobacco Private Secretary (Weekly)	Reynolds Metals Frontier F	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	G. MacRae Lever Bros. L	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall (Alt. wks.) Lanolin Plus Name That Tune	7/17 Snooky Lanson Show L	American Motors American Dairy Derby Foods Disneyland F	CBS Cartoon Theater	Jaye P. Morgan L
7:45						Camel Caravan L			News Caravan L			Time Inc. Miles Lab. News Caravan L
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson Steve Allen Show L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars	Dotty Mack Show L	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Ernie Kovac Show L		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Dear Phoebe F		Toni Co. (8-8:30) (Alt. wks.) Bristol Myers Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Corn Prods. L
8:15												
8:30				Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts		Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	Hazel Bishop This Is Show Business L	Am. Tobacco Pearson Pharm. Dunninger L		Scott Father Knows Best F
8:45												
9:00	Pharmaceuticals Ted Mack Amateur Hour L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L	Film Fair Participating F&L	P&G (Alt. wks.) Gen. Foods Chas. Farrell Show	GE & G&P Medic F	Gen. Electric G.E. Summer Originals F	Pharmaceu. Lombardo's Jubilee Eff. 6/19 Joe and Mabel	P&G Sneak Preview F	Eastman Kodak Screen Directors Playhouse	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15												
9:30		Bristol-Myers Hitchcock Presents F			General Foods Vic Damone Show	Johnson Wax alt. with Schick	duPont Cavalcade Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Spotlight Theatre L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L	Eddy Arnold Show L	R. J. Reynolds I've Got A Secret L	
9:45												
10:00	*Focus* *F*	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	Kleenex P&G Loretta Young F		Westinghouse Studio One Summer Theatre L	Robert Montgomery Presents L	*The Big Picture*	Revlon The $64,000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15												
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L	White Owl Cigars' National Bowling Champions L					G.M. (Alt. wks.) Liggett & M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F			Purex Ina Ray Hutton L
10:45												

	THURSDAY			FRIDAY			SATURDAY			
BC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	AFTERNOON
nessee *e Ford* *L*		Toni Valiant Lady	*Tennessee* *Ernie Ford* *L*		Gen. Mills Valiant Lady	*Tennessee* *Ernie Ford* *L*		National Dairy The Big Top L	Heinz Capt. Gallant F	Noon
		Amer. Home Products Love of Life			Amer. Home Products Love of Life					12:15
lgate- molive ather r Nest L		P&G Search for Tomorrow	Colgate- Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate- Palmolive Feather Your Nest L			*Mr.* *Wizard* *L*	12:30
		P&G Guid- ing Light L			P&G Guid- ing Light L					12:45
		1:00 *CBS* *News* 1:10 *Standup* *& Be Counted* *S*			1:00 *CBS* *News* 1:10 *Standup* *& Be Counted* *S*			Gen. Mills The Lone Ranger F		1:00
										1:15
		P&G As The World Turns			P&G As The World Turns					1:30
										1:45
		The Johnny *Carson Show* *S*			*The Johnny* *Carson Show* *S*			Baseball Preview Colgate- Palmolive (Alt. wks.) Brown & Williamson (10 min.)		2:00
										2:15
		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)					2:30
										2:45
C nee tre ici- ng) L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici- pating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici- pating) Color L		Falstaff Brewing co-sponsor, American Safety Razor Game of the Week		3:00
										3:15
		Bob Crosby (See Foot- notes)			Bob Crosby (See Foot- notes)					3:30
										3:45
en A ating		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L				4:00
		Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm					4:15
		P&G The Edge of Night			P&G The Edge of Night					4:30
rn *ces*			*Modern* *Romances* *L*			*Modern* *Romances* *L*				4:45
ied	Mickey Mouse Club (see footnote) F		*I Married* *Joan* *F*	Mickey Mouse Club (see footnote) F		*I Married* *Joan* *F*				5:00
										5:15
							Joe Lowe Corp. The Gabby Hayes Show F			5:30
										5:45
										EVENING
										6:00
										6:15
										6:30
		News L			Whitehall News L					6:45
	Co-op Jack Drees L Sports Show			Co-op Jack Drees L Sports Show				Wrigley Gene Autry Show F		7:00
	Daly-News	News L		Daly-News	Whitehall News L					7:15
	Am. Dairy Gen. Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	7/19 Snooky Lanson Show L	National Biscuit Rin Tin Tin F	Colgate- Palmolive Co. My Friend Flicka	Jaye P. Morgan L	American Chicle Co. & Co-op Ozark Jubilee L Ralston Grand Ole Opry (Every fourth week)	Sylvania Beat the Clock L	Speidel Purex Down You Go L	7:30
			Camel News Caravan L			Miles News Caravan L				7:45
	The Hour *Glass* *F*	R. J. Reynolds Bob Cummings Show F	DeSoto- Plymouth Best of Groucho F	*Combat* *Sergeant*	General Foods Hollywood Summer Th'r L	P. Lorillard & Toni Co. Truth or Consqnces. F		Buick Jackie Gleason Show	Sunbeam Gold Seal Noxzema Kleenex Armour Toni 7/14 Julius LaRosa L	8:00
										8:15
		Chrysler Motors Climax— Shower of Stars L	Chesterfield Dragnet F	Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F		Nestle Stage Show		8:30
										8:45
	Brillo Star Tonight L		Borden Co. The People's Choice F	Helene Curtis Wine Corp. Dollar A Second L	R.J. Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Simoniz & Amer. C&C Big Story F 7/13 Best In Mystery	Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Bulova Wtch. Two for the Money L	Toni Papermate People Are Funny F	9:00
										9:15
	Greatest *Sports* *Thrills* *F*	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F		P&G Russ Morgan Show L	Purex Whitehall Festival of Stars F	9:30
										9:45
	Compass *F*	Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty.	Lever Bros. Lux Video Theatre L	Pabst Brewing It's Polka Time L	Brown & Williamson (Alt. wks.) P&G Undercurrent F	Gillette Cavalcade of Sports L	Emerson Drg. Mathiesson Masquerade Party L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Encore Theatre F	10:00
										10:15
		Quiz Kids (Sust.)			Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L		Mennen Co. High Finance	Am. Tobacco Warner Lambert Adventure Theatre F	10:30
										10:45

MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Kendall Co., Sterling Drugs, Norwich Pharm. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Hazel Bishop, Toni, General Mills, Serta, Best Foods, Hytron, Yardley, Converted Rice.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Kendall Co., Norwich Pharmacal, Manhattan Soap, Lever Bros., Pillsbury.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Hawaiian Pineapple.

Bob Crosby—15 min. segments sponsored by Campbell Soup, Gerber Prod., Procter & Gamble, General Mills, Miles Labs, Scott Paper Co.

Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.

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B•T TELESTATUS

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 767,729; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,146,150; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 500,400; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC, CBS, NBC (per program basis); Vernard; 93,223; N; $225

ARDMORE—
KVSO-TV (12) NBC; Pearson; 5/12/54-7/15/56

ENID—
► KGEO-TV (5) ABC; Pearson; 109,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
►KTVX (8) ABC; Avery-Knodel; 320,000; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 395,168; N; $800
► WKY-TV (4) NBC, ABC; Katz; 395,168; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 55,559; $300

KLAMATH FALLS†—
KOTI (2) 12/2/54-August; Hoag-Blair; $150

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 35,700; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; 317,700; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV (8) 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 101,436; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 200,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 988,122; N, LL, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC; Branham; 420,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
► WHUM-TV (61) CBS, ABC; Weed; 211,900; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 286,500; N; $500
WTVU (44) (See footnote)

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-October

YORK—
► WNOW-TV (49) Keller; 116,500; $200
► WSBA-TV (43) ABC; Young; 116,450; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 244,844; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 208,770; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,265; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 437,542; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; $400

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 18,330; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 181,035 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 180,630; N; $450
► WRGP-TV (3) NBC; H-R; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $600
► WTVK (26) CBS, ABC; Pearson; 175,000; N; $360
WBIR-TV (10) 1/13/56-August; CBS; Katz; $600

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 431,428; $700
► WMCT (5) NBC; Blair; 431,428; N; $900
► WREC-TV (3) CBS; Katz; 401,127; $900
WKNO-TV (*10) 11/23/50-7/30/56

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 489,958; N; $650
► WSIX-TV (8) ABC; Hollingbery; 378,000; $425
► WSM-TV (4) NBC; Petry; 258,116; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 85,591; $300
► KGNC-TV (4) NBC; Katz; 85,591; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 158,126; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $350

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

BROWNWOOD—
Brownwood Tv Co. (19) 6/6/56-Unknown

CORPUS CHRISTI†—
► KRIS-TV (6) NBC; Peters, Griffin, Woodward; 80,000; N, LF, LS; $300
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young; 53,500; $200
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS—
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 90,778; N; $450
► KTSM-TV (9) NBC; Hollingbery; 87,027; N; $325
KILT (13) H-R; 3/18/54-July

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 585,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 492,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 492,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 12,864; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 120,859; N; $350
► KDUB-TV (13) CBS; Branham; 126,745; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 54,028; $225 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 44,309; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 312,626; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 311,908; N, LL, LS, LF; $700
KONO-TV (12) 5/23/56-Unknown

SWEETWATER—
▶ KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
▶ KCEN-TV (6) NBC; Hollingbery; 152,647; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
▶ KCMC-TV (6) CBS, ABC; Venard; 161,840; N; $260

TYLER—
▶ KLTV (7) NBC, ABC, CBS; Pearson; 108,000; $250

WACO (TEMPLE)—
▶ KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250

WESCALO† (BROWNSVILLE, HARLINGEN, McALLEN)—
▶ KRGV-TV (5) NBC; Pearson; 583,704 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
▶ KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
▶ KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY
▶ KSL-TV (5) CBS; CBS Spot Sls.; 208,336; N; $600
▶ KTVT (4) NBC; Katz; 208,336; N; $600
▶ KUTV (2) ABC; Hollingbery; 208,336; $450

VERMONT

BURLINGTON—
▶ WCAX-TV (3) CBS; Weed; 139,135; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; 4/13/56-August 1

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
▶ WVEC-TV (15) See Norfolk

HARRISONBURG—
▶ WSVA-TV (3) ABC, CBS, NBC; Pearson; 138,633; $200

LYNCHBURG—
▶ WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
▶ WTAR-TV (3) CBS, ABC; Petry; 405,722; N, LS, LF; $875
▶ WTOV-TV (27) 210,000; McGillvra; $380
▶ WVEC-TV (15) NBC; Avery-Knodel; 180,000; N; $400

PETERSBURG—
▶ WXEX-TV (8) See Richmond

PORTSMOUTH—
WAVY-TV (10) 5/30/56-Unknown

RICHMOND—
▶ WRVA-TV (12) CBS; Harrington, Righter & Parsons
▶ WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
▶ WXEX-TV (8) NBC; Forjoe; 415,835; N., LF, LS; $750
WOTV (29) 12/2/53-Unknown

ROANOKE—
▶ WDBJ-TV (7) CBS; Peters, Griffin, Woodward
▶ WSLS-TV (10) ABC, NBC; Avery-Knodel; 453,226; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
▶ KVOS-TV (12) CBS; Forjoe; 232,661; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
▶ KEPR-TV (19) CBS, ABC, NBC; 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
▶ KCTS (*9)
▶ KING-TV (5) ABC; Blair; 510,000; N, LF, LS; $900
▶ KOMO-TV (4) NBC; NBC Spot Sls.; 514,070; N, LL, FL, LS; $1,025
▶ KTNT-TV (11) CBS; Weed; 513,700; N; $900
▶ KTVW (13) Hollingbery; $510,000; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
▶ KHQ-TV (6) NBC; Katz; 159,680; N, LL, LF, LS; $625
▶ KREM-TV (2) ABC; Petry; 172,798; N, LL, LS; $450
▶ KXLY-TV (4) CBS; Avery-Knodel; 173,358; N, LL, LF, LS; $600

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
▶ KIMA-TV (29) CBS, ABC, NBC; Weed; 80,000; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
▶ WHIS-TV (6) NBC; Katz; 209,757; N; $200

CHARLESTON—
▶ WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-August

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
▶ WHTN-TV (13) ABC; Petry; 203,000; N; $450
▶ WSAZ-TV (3) NBC; Katz; 660,266; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
▶ WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
▶ WTAP (15) NBC, ABC, CBS; Pearson; 41,700; $150

WHEELING (STEUBENVILLE, OHIO)—
▶ WTRF-TV (7) NBC, ABC; Hollingbery; 312,500; N; $500
▶ WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
▶ WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
▶ WBAY-TV (2) CBS; Weed; 247,000; $500
▶ WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
▶ WMBV-TV (11) See Marinette

LA CROSSE—
▶ WKBT (8) CBS, NBC, ABC; H-R; 110,000; $360

MADISON—
▶ WHA-TV (*21)
▶ WISC-TV (3) Peters, Griffin, Woodward; $500
▶ WKOW-TV (27) CBS; Headley-Reed; 127,250; N; $250
▶ WMTV (33) ABC, NBC; Bolling 140,000; $280

MARINETTE (GREEN BAY)—
▶ WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
▶ WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
▶ WITI-TV (6) Branham; 700,000; N, LL, LF, LS; $600
▶ WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
▶ WXIX (19) CBS, CBS Spot Sls.; 371,000; N; $800
WFOX-TV (31) 5/4/55-Unknown
Milwaukee Board of Vocational & Adult Education (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
▶ WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
▶ KDAL-TV (3) See Duluth, Minn.

WAUSAU—
▶ WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 93,100; $250

WHITEFISH BAY—
▶ WITI-TV (6) See Milwaukee

WYOMING

CHEYENNE—
▶ KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
▶ KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $150
▶ KTVA (11) CBS; Alaska Radio-Tv Sls.; 23,000; $150

FAIRBANKS†—
▶ KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
▶ KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $130

JUNEAU†—
▶ KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500 $60

GUAM

AGANA†—
KUAM-TV (8) 3/28/56-August; NBC; Young; $120

HAWAII

HILO†—
▶ KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—
▶ KGMB-TV (9) CBS; Peters, Griffin, Woodward; 94,982 (includes Hilo and Wailuku satellites); $300
▶ KONA (2) NBC; NBC Spot Sls.; 91,782 (plus Wailuku satellite); $405
▶ KULA-TV (4) ABC; Young; 90,246; $135

WAILUKU†—
▶ KMAU (3) (Satellite of KGMB-TV Honolulu)
▶ KMVI-TV (12) (Satellite of KONA Honolulu); $27

PUERTO RICO

CAGUAS†—
WSUR-TV (11) 4/25/56-Unknown

MAYAGUEZ†—
▶ WORA-TV (5) CBS, ABC, NBC; Young; 26,000; $120

PONCE†—
WKBM-TV (9) 5/3/56-Unknown

SAN JUAN†—
▶ WAPA-TV (4) ABC, NBC; Caribbean Networks; 100,000; $133
▶ WKAQ-TV (2) CBS; Inter-American; 104,778; $300
WIPR-TV (*6) 2/2/55-December

CANADA

BARRIE, ONT.—
▶ CKVR-TV (3) Mulvihill, Canadian Ltd.; **36,870**

BRANDON, MAN.†—
▶ CKX-TV (5) CBC; All-Canada, Weed; **13,288;** $170

CALGARY, ALTA.—
▶ CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 45,000; $260

EDMONTON, ALTA.†—
▶ CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 48,500; $325

HALIFAX, N. S.†—
▶ CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
▶ CHCH-TV (11) CBC; All-Canada, Young; **484,196**; $450

KINGSTON, ONT.—
▶ CKWS-TV (11) CBC; All-Canada; 55,000; **$250**

KITCHENER, ONT.—
▶ CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,213; $400

LETHBRIDGE, ALTA.—
▶ CJLH-TV (7) CBC; All-Canada, Weed; **10,000;** $160

LONDON, ONT.—
▶ CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $370

MONCTON, N. B.—
▶ CKCW-TV (2) CBC; Young, Stovin; 32,000; **$200**

MONTREAL, QUE.—
▶ CBFT (2) CBC French; CBC; 337,000; $900
▶ CBMT (6) CBC, NBC, ABC, CBS; 460,000; **$680**

NORTH BAY, ONT.—
▶ CKGN-TV (10)

OTTAWA, ONT.—
▶ CBOFT (9) CBC; CBC; 42,000; $230
▶ CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
▶ CHEX-TV (12) CBC; All-Canada, Weed; **31,000;** $230

PORT ARTHUR, ONT.†—
▶ CFPA-TV (2) CBC; All-Canada, Weed; **15,000;** $170

QUEBEC CITY, QUE.—
▶ CFCM-TV (4) CBC; Hardy, Hunt, Weed; **30,000;** $350

REGINA, SASK.†—
▶ CKCK-TV (2) CBC; All-Canada, Weed; 31,000; $260

RIMOUSKI, QUE.†—
▶ CJBR-TV (3) CBC; Stovin, Young; 30,000; **$200**

ST. JOHN, N. B.†—
▶ CHSJ-TV (4) CBC; All-Canada, Weed; **62,550** (including U. S.); $250

ST. JOHN'S, NFLD.—
▶ CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 16,000; $200

SASKATOON, SASK.†—
▶ CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 30,000, $230

SAULT STE. MARIE, ONT.—
▶ CJIC-TV (2) CBC; All-Canada, Weed; **14,000;** $170

SUDBURY, ONT.—
▶ CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
▶ CJCB-TV (4) CBC; All-Canada, Weed; **46,690;** $240

TIMMINS, ONT.—
▶ CFCL-TV (6) Renaud, McGillvra

TORONTO, ONT.—
▶ CBLT (9) CBC, ABC, CBS, NBC; CBC; **440,000;** $950

VANCOUVER, B. C.†—
▶ CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
▶ CKLW-TV (9) CBC; Young; 1,588,000; $450

WINGHAM, ONT.—
▶ CKNX-TV (8) CBS; All-Canada, Young; **77,240;** $200

WINNIPEG, MAN.†—
▶ CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
▶ XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)—
▶ XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte. N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown. Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita. Kans.; WTVU (TV) Scranton, Pa.

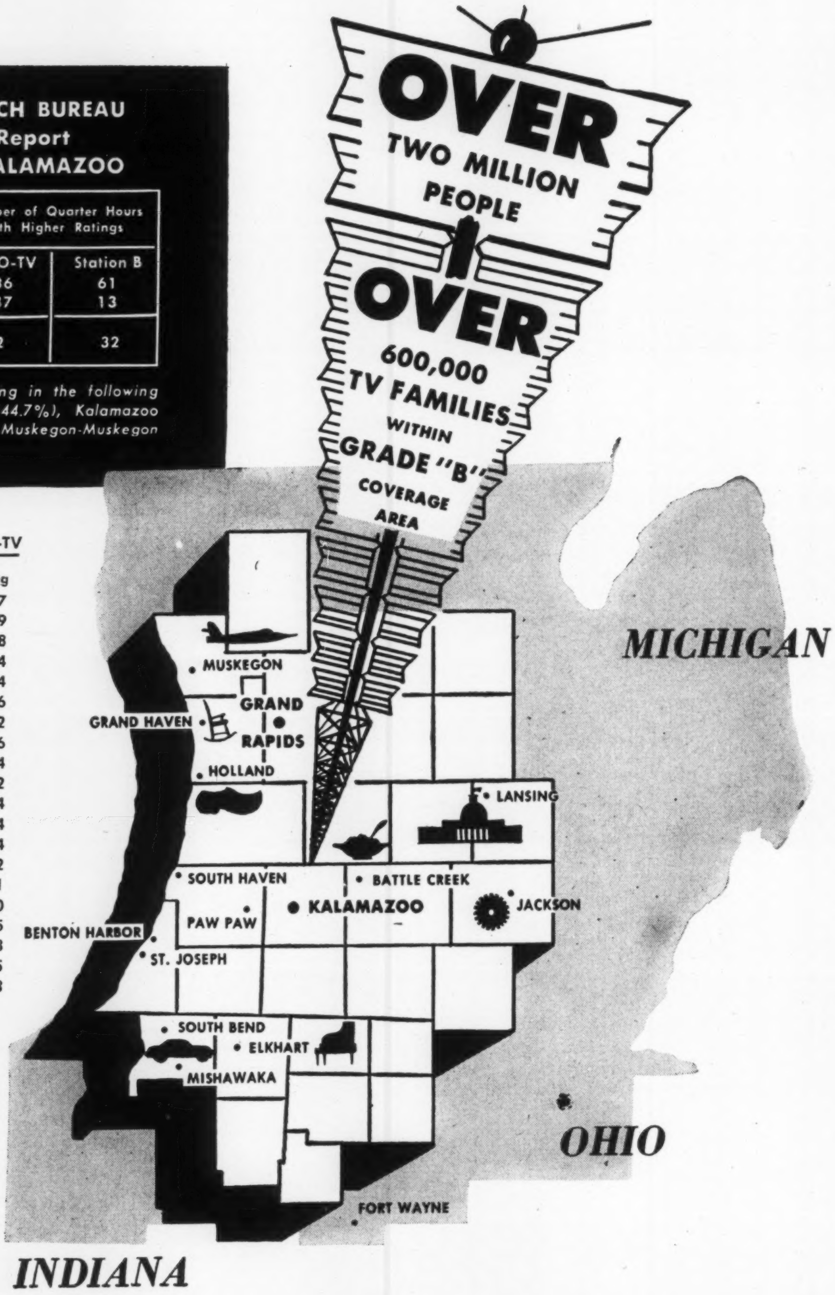
AMERICAN RESEARCH BUREAU
March, 1956 Report
GRAND RAPIDS-KALAMAZOO

	Number of Quarter Hours with Higher Ratings	
MONDAY THRU FRIDAY	WZKO-TV	Station B
8 a.m. - 6 p.m.	136	61
6 p.m. - 11 p.m.	87	13
SATURDAY AND SUNDAY 10 a.m. - 11 p.m.	72	32

NOTE: Survey based on sampling in the following proportions — Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

MARCH ARB TOP TWENTY ALL ON WKZO-TV

	Program	Rating
1.	I've Got A Secret	56.7
2.	Wyatt Earp	55.9
3.	Disneyland	55.8
4.	I Love Lucy	55.4
5.	Ed Sullivan	53.4
6.	Godfrey & Friends	52.6
7.	The Millionaire	52.2
8.	Name That Tune	49.6
9.	Godfrey's Talent Scouts	48.4
10.	Robin Hood	48.2
11.	Mama	46.4
12.	Burns and Allen	45.4
13.	Sgt. Preston of the Yukon	45.4
14.	$64,000 Question	45.2
15.	Climax	45.1
16.	December Bride	44.0
17.	Mobile Theatre	43.5
18.	Honeymooners	43.3
19.	Rin Tin Tin	42.5
20.	Lone Ranger	42.3


OVER
TWO MILLION
PEOPLE
OVER
600,000
TV FAMILIES
WITHIN
GRADE "B"
COVERAGE
AREA
MICHIGAN
MUSKEGON
GRAND HAVEN
GRAND RAPIDS
HOLLAND
LANSING
SOUTH HAVEN
BATTLE CREEK
KALAMAZOO
JACKSON
PAW PAW
BENTON HARBOR
ST. JOSEPH
SOUTH BEND
ELKHART
MISHAWAKA
OHIO
FORT WAYNE
INDIANA

WKZO-TV (Channel 3) has 100,000 watts of power—1000-foot tower—*offers you 600,000 families within its grade B coverage area!*

So more than ever, WKZO-TV can put you *over the top in sales in Western Michigan!*

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

AM—TV—FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

TEXT OF FCC REPORT & ORDER ON TELEVISION ALLOCATIONS

(See story, this issue)

FCC 56-587
33117

Before the
FEDERAL COMMUNICATIONS
COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of Part 3 of the
Commission's Rules and
Regulations Governing
Television Broadcast Stations.
Docket
No. 11532

REPORT AND ORDER

By the Commission: Commissioners Hyde, Webster, Bartley, and Mack concurring and issuing statements; Commissioner Doerfer dissenting and issuing a statement.

1. Prior to Nov. 10, 1955, when this proceeding was initiated (Notice of Proposed Rule Making, FCC 55-1124), television broadcasters and other elements of the television industry had submitted numerous suggestions and, in some cases, formal petitions for revisions of the television allocation plan.

2. The scope of these proposals and the methods employed varied widely. They ranged from channel reassignments affecting a single city to major revisions affecting the entire country. The methods included such diverse and mutually inconsistent approaches as conversion to an all vhf system, conversion to an all uhf system, and continued use of both bands under a wide variety of proposals. Some of the latter envisaged the more or less extensive increase of the number of vhf channel assignments through the use of new vhf channels, the use of the present 12 vhf channels under reduced spacings, or both. Others contemplated the elimination or transfer elsewhere of vhf commercial channels and the substitution, locally, of uhf channels. Some proposals were based on the revision of the existing engineering standards and policies, notably with respect to minimum spacings, maximum antenna heights and powers, the directionalizing of antennas, and the use of cross polarization. Other proposals advocated the maintenance of present standards. In short, the Commission was called upon to consider an extensive array of widely differing remedies for the difficulties which had hindered the further expansion of the nation's television service and the fuller achievement of the objectives of the Sixth Report and Order.

3. Briefly stated, those objectives were to encourage the development of a nationwide, competitive television system in which:

(a) All areas would have at least one service;
(b) The largest possible number of communities would have at least one local television station; and
(c) Multiple services would be available in as many communities and areas as possible to provide adequate program choice to the public and encourage the development of competition—among broadcasters, networks and other elements of the industry.

4. Among these three basic objectives, the greatest progress has been made in achieving the first. It is estimated that over 90% of the population can receive service from at least one television station. Less progress has been realized toward achievement of the second objective. Of the 1,260 communities to which at least one television channel is assigned, fewer than 300 have one or more stations on the air. As for the third objective, approximately 75% of the population receive service from two or more television stations. Slightly over 100 communities have two or more television stations in operation, as compared with 348 communities to which two or more television channels are assigned.

5. The foregoing reflects substantial progress during the four years which have elapsed since the present television allocation plan and engineering standards were adopted. Serious problems have arisen, however, which are impeding the continued expansion of the nation's television services. There is general agreement on the sources of these problems. In brief, they are:

(a) The limitation to 12 channels in the vhf band; and
(b) Difficulties which have been experienced in achieving fuller utilization of the 70 uhf channels. These difficulties have been ascribed chiefly to:
    (1) The large numbers of vhf-only receivers in use and the high proportion of vhf-only receivers which continue to be manufactured.
    (2) Performance deficiencies of uhf transmitting and receiving equipment during the initial 4-year period of the utilization of uhf for television broadcasting.
    (3) The consequent preference of program and revenue sources for vhf outlets.

6. While some of the numerous suggestions, proposals and petitions before the Commission last November appeared to merit consideration, none was sufficiently free from disadvantage and difficulty to warrant adoption without extensive study and evaluation. Therefore this proceeding was initiated on Nov. 10, 1955, to provide an orderly basis for examining and comparing the proposals and comments of all interested parties. Because the problems were nationwide in scope, and because widely divergent approaches to their solution required evaluation initially on a broad, nationwide basis, the Commission stated, in its Notice of Proposed Rule Making, that it would be premature at the outset to consider proposals whose scope was limited to action affecting only single communities or local areas.

7. Accordingly, the Commission requested the submission of proposals and comments relating to overall solutions on a broad, nationwide basis. At the same time the Commission terminated five rule making proceedings which had been initiated earlier on petitions for the deintermixture of five individual communities (Report and Order, Nov. 10, 1955, Dockets 11238, 11333, 11334, 11335 and 11336, FCC 55-1125), and denied a number of other similar petitions on which rule making had not been initiated (Memorandum Opinion and Order, Nov. 10, 1955, FCC 55-1126).

8. Aided by the proposals, comments and data submitted in this proceeding, the Commission has now had an opportunity to examine and compare the different basic approaches which are advocated by members of the television industry. The material filed has been painstakingly studied and evaluated in the endeavor to accomplish the object of the proceeding, which was to reach a decision as to the basic lines on which it would be in the public interest to revise the nationwide television system, and thus provide a basis for determining the specific reassignments which could usefully be made in individual communities in conformity with the nationwide policies adopted herein.

9. In evaluating the proposals before us it has been necessary to recognize that, while actions by this Commission determine the numbers of channels which are available for television broadcasting, the extent to which they are actually utilized depends upon the construction and operation of stations by qualified broadcasters who are able and willing to enter this field of private, free enterprise and to cope, as entrepreneurs, with the conditions of the marketplace. The opportunity for profit is accompanied by the risk of loss. Whether broadcast operations yield one or the other is dependent on economic and technical factors, many of which are beyond the Commission's control. One important economic factor is the high cost of the construction, operation and programming of television stations as compared with similar costs for radio stations. Because of this, under the present economics of television, fewer communities are able, at this stage, to support television stations than can support radio stations. Also, because of the dependence of television stations on network and other nationally distributed programming, the techniques, developed over the years in the aural broadcasting service, which enable numerous radio stations to operate successfully with a high proportion of local, non-network programming, have not so far been developed to as great an extent in the television field. This has meant that both vhf and uhf stations which have not been able to secure their principal programs from a major network have found survival difficult, if not impossible. But since it has also meant that the stations able to offer the largest viewing audience in any given community will normally secure the principal network affiliations, many uhf stations which normally cannot provide a viewing audience comparable to those of their vhf competitors have been forced to operate on a marginal or submarginal basis or cease operation.

10. Disparities which occur frequently between the audiences which vhf and uhf stations are able to offer advertising program sponsors and national spot advertisers have resulted from the serious problem of receiver incompatibility and from limitations which have been experienced to date in the power of uhf transmitters and in the sensitivity and selectivity of uhf

receivers as well as the different propagation characteristics of the uhf band.

11. While we are cognizant of the jurisdictional and practical limitations which restrict the extent to which the Commission can ameliorate the foregoing economic and technical conditions, we have endeavored to determine the realistic possibilities for improvement through revision of existing television allocations. It has become apparent that the construction and successful operation of a larger number of stations has been impeded in numerous markets by the absence of a greater number of more nearly competitive facilities, despite the need for and the capacity of such markets to support a larger number of television outlets. Accordingly, in our evaluation of the numerous, diverse proposals before us, and in our determination of the course which in our judgment offers the best possibilities for both the immediate and long range expansion of the nation's television services, we have kept in mind the paramount need for more competitive services.

Remedial Action Proposed by the Parties

12. Some of the proposals submitted under this proceeding were based on the allocation of additional vhf spectrum space to television broadcasting and on the assignment of new vhf channels which this would make possible. Before this proceeding was initiated the Commission had undertaken negotiations with the Office of Defense Mobilization to ascertain whether any of the vhf frequencies allocated to governmental services might be made available for television broadcasting. The Office of Defense Mobilization made a careful study of the matter but concluded, in a report issued by that Office on April 13, 1956, that "national security requirements and the needs of air navigation and air communications preclude the release for non-Government use of any of the very high frequencies now utilized by the Federal Government." Moreover, this Commission has concluded that it would not be practicable to obtain a significant number of additional vhf channels using vhf frequencies under our control and now allocated to other services. In these circumstances, the proposals looking toward revision of the allocation plan on the basis of additional vhf channels must now be rejected. Moreover, the fact that additional vhf frequencies cannot be made available for television broadcasting precludes revision of the allocation plan looking toward an all-vhf television system. As the Commission has recognized from the outset, and has frequently reaffirmed, the 12 vhf channels alone are not adequate to make possible sufficient outlets for a fully competitive television system.

13. Other proposals before the Commission are based on the widespread use of additional vhf assignments, particularly in the larger markets, using the 12 vhf channels now available, but at spacings substantially shorter than the present minimum spacings. While this method appears to offer limited possibilities for meeting present needs for more stations in some areas, careful analysis of these proposals discloses difficulties which raise very serious doubt that this method would adequately serve our long range objectives. Vhf stations at substandard spacings would reduce the service areas of existing vhf stations and create new interference areas within which satisfactory signals might not be received either from existing stations or from the new stations. Our studies disclose that, unless the existing minimum spacings were reduced very substantially, the number of additional outlets which could be provided over the country by this method would be very limited. Thus, in order to permit the construction of a significant number of new vhf stations, it would be necessary to make very substantial in-roads in the service areas of existing stations. We recognize, as urged by parties to this proceeding, that the interference problems might be limited to some extent by requiring the "squeezed-in" stations to employ lower heights and powers and directional antennas, and by the use of cross polarization. But we do not believe that the creation of numerous small vhf stations with very limited service areas would further the objectives of our nationwide television system. Similar proposals were submitted to the Commission when the present television allocation plan was under consideration. They were rejected, for reasons set out in the Sixth Report and Order (Paragraphs 136, *et seq.*). In our opinion those reasons remain essentially valid today. There is little likelihood, moreover, that even with the maximum possible utilization of vhf "squeeze-ins," assignments could be made available in sufficient numbers to accommodate the maximum number of television stations for which it may be expected there will eventually be economic support in the United States. Yet it is clear that the widespread use of new vhf assignments at substandard spacings would discourage the building of additional uhf stations, and in many instances would reduce the opportunities for successful operation of uhf stations now on the air. Thus in most of the larger markets the assignment of a vhf station at sub-standard spacings would operate to place an artificial ceiling on the number of stations which could eventually be established. For all of these reasons we have been unable to find that the addition of new vhf assignments at sub-standard spacings would serve the public interest. For reasons which are discussed later, we believe, however, that it may be desirable to relax the present rules concerning minimum assignment separations to the extent necessary to permit the assignment of additional channels which do not meet the separation from the new city, provided all separations will be met from the new transmitter on these channels.

14. Some of the proposals before us advocate the deintermixture of vhf and uhf channel assignments in order to more nearly equalize competitive opportunities in individual markets while at the same time utilizing both the vhf and uhf bands in the nationwide television system. Citing competitive difficulties of uhf broadcasters, particularly in markets which are served by two or more satisfactory vhf signals, the proponents of deintermixture have advocated the elimination of some or all of the vhf channel assignments in designated cities. It is contended that this would improve the opportunities of the local uhf broadcasters to obtain, or in some cases to retain sufficient network programming and national advertising revenue to support successful station operation which, it is alleged, would be impossible for a good many uhf stations obliged to compete with two or more vhf broadcasters. The deintermixture proposals also envisage, at least in some instances, the transfer of some vhf channels to other cities where they could be used to increase the number of local vhf services. Thus, deintermixture has the dual aspect of reducing or eliminating vhf assignments in some communities and of increasing the number of vhf assignments in others.

15. It does not appear, however, that deintermixture at this stage would be practicable in a sufficient number of communities representing a sufficiently large segment of the total population to provide significantly enhanced opportunities for the fuller utilization of the uhf channels on a nationwide basis. We believe that in some types of situations, which are discussed later, deintermixture merits careful consideration as a means of increasing the opportunity for effective competition among a greater number of stations in certain individual areas. Most of the deintermixture proposals[2] have been confined to communities where uhf stations commenced operating before the advent of one, and in some cases before the advent of a second vhf service, and where a high percentage of receivers in the hands of the local residents can receive uhf signals. There are serious obstacles to a more extensive nationwide program of deintermixture at this stage. Thus there is little support for the elimination of vhf assignments in areas with little uhf set saturation. In other instances the elimination of local vhf channel assignments would not accomplish effective deintermixture owing to the local reception from vhf stations located in neighboring communities. In still other cases the elimination of local vhf assignments would be impracticable at this stage owing to the fact that substantial "white areas" would be created. It seems doubtful for these reasons that the elimination of vhf channel assignments would be practicable at this stage in a sufficient number of communities to encourage significantly increased nationwide use of the uhf band. Nor would this technique alone satisfy the need for increasing the number of outlets in many markets, both large and small, which are at present inadequately served, and which accordingly offer only limited opportunities for competition among stations, among networks, and among other programs and revenue sources.

16. Because deintermixture, alone, cannot solve the entire problem, we have found it necessary to consider additional means for making possible the full utilization of the uhf band for television broadcasting. As early as 1945[3], recognizing the inadequacy of 13 vhf channels for a fully developed nationwide television system, Commission policy has looked toward the extensive use of the uhf band for television broadcasting. The expectation that ultimately the major part of television broadcasting would be carried on in the uhf band was implicit in the allocation, in the Sixth Report and Order, of 70 uhf channels to supplement 12 previously available vhf channels. But so far this expectation has not been realized owing to difficulties which none of the proposals already discussed can sufficiently overcome. One of the proposals whose consideration has been recommended in this proceeding and has been advocated in the past by industry representatives in submisssions to the Commission and to Congress, should be examined. That is the proposal to shift all television broadcasting in the United States, or in a substantial portion of the country, to the ultra-high frequency band.

17. Although it would be premature at this stage for the Commission to adopt final conclusions concerning the feasibility of transferring television to the uhf band throughout the United States, or, alternatively, in a major portion of the country, we believe that our effort to find a solution to the nationwide television allocation problem should not be concluded without a careful and thorough exploration of this approach. Another major consideration is involved. As discussed later in more detail,

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[2] A petition filed on April 18, 1955, by Mr. Albert J. Balusek of San Antonio, Tex., proposed that the Commission deintermix uhf and vhf channel assignments in all communities throughout the United States. We are obliged to deny this petition for the reasons set out in paragraph 15.

[3] Report of Allocations from 25,000 kc to 30,000,000 kc, May 25, 1945, Docket No. 6651.

there are growing indications that the needs of other services for additional spectrum space are increasing rapidly. The fact that the lower part of the vhf spectrum seems well suited to their needs indicates the likelihood that it will be possible to make effective use of the vhf frequencies now allocated to television, for other non-broadcast services.

18. If suitable means could be found to overcome the difficulties inherent in so major a frequency reallocation as moving television to uhf, and if uhf could be sufficiently developed to permit the elimination of vhf channels without loss of service, a number of basic advantages would result. All stations would be able to compete on a much more nearly comparable basis technically, since there is much less disparity between the lower and upper uhf channels than between the vhf and uhf television channels. Thus the coverage of competing stations would be much more comparable than at present, and competitive opportunities among broadcasters, among networks and among other program and revenue sources would be considerably enhanced. It may be expected that this would encourage the building of numerous additional stations which would bring a first local service to some communities and much needed additional services in others. These achievements would be aided by the fact that broadcasting in a single band would, after a suitable transition period, eliminate the crucial problem of receiver incompatibility. As compared with alternative solutions which have been considered, the use of the uhf band exclusively would raise the ceiling of the maximum number of television stations which could eventually be built and successfully operated. And, as stated above, after the discontinuance of vhf television broadcasting, additional vhf frequencies would be made available to meet the growing needs of other services for vhf spectrum space.

19. Before it would be possible, however, to achieve these impressive advantages it would be necessary to find solutions for numerous problems which a transition to all uhf television would involve. These problems fall into several major groups. The first group relates to the technical transmission and reception potentialities of uhf. It will be necessary to ascertain the extent to which uhf transmission and reception can be improved, in order to make a realistic determination as to whether conversion to all-uhf television throughout the United States or in a major portion of the country would or would not result in the loss of services available now or potentially available with the use of vhf channels. In order to ascertain the capacity of uhf transmitting and receiving equipment to render satisfactory service without the concurrent use of the vhf band for television broadcasting, the Commission believes that a program of expedited research and development should be launched without delay with the object of achieving the maximum possible increase in the range of, and the reduction of the shadow areas of uhf stations. This research and development program should be concentrated on:

(a) *Uhf transmitters,* with emphasis on increased transmitting power and the feasibility of the use of such techniques as uhf boosters and satellites.

(b) *Receivers and receiving antennas,* with the object of increasing the sensitivity of and reducing the noise factors of receivers; and improving their selectivity in order to permit the reassignment of uhf channels with a minimum number of restrictions on station separations.

20. The Commission will cooperate fully with all interested groups in organizing the orderly conduct of the foregoing research and development program. While it would be premature to anticipate the results of this program, the Commission believes that considerable encouragement is offered by recent notable advances in increasing the power of uhf transmitters and in tubes for improving the characteristics of uhf receivers. Notwithstanding the disadvantages frequently associated with uhf broadcasting there are some respects in which the uhf band is superior to the vhf channels allocated to television. Uhf reception, for one thing, is freer than vhf from interference caused by local noise generators such as ignition systems, electrical appliances and switches, and is less susceptible to interference due to multipath reflections. Also, if future developments result in the production of single-band uhf receivers they could be simpler in design, less costly, and more efficient than present vhf-only or combination uhf-vhf receivers, owing to the fact that the ratio between the top and bottom uhf television frequencies is smaller than between the top and bottom vhf frequencies now allocated to television. The Commission believes, therefore, that despite disappointments that have been experienced during this initial four-year period of development of uhf transmitting and receiving equipment, it would be erroneous to base our policies on an assumption that uhf transmission and reception is not susceptible of significant improvement. On the other hand, additional facts and data are needed in order to make a sound determination as to whether the fullest possible exploitation of uhf's technical potentialities will enable uhf to render a service which will justify elimination of vhf broadcasting in a major part or throughout the United States.

21. The answer to this question will not depend on whether all the disparities between uhf and vhf transmission and reception can be completely eliminated. We recognize that some differences inhere in the essential characteristics of the two frequency bands and that it may never be possible to eliminate them entirely. The problem is not, however, whether these disparities can be totally eliminated, but whether uhf transmission and reception can be perfected sufficiently to enable an all uhf system to render service to the public at least as good as or better than the service that can be provided to the public under the present system. It may very well be that owing to the opportunities which a one band system with 70 channels will open up for increased competition, and for the construction and operation of a greater number of stations and successful operation of more networks and other program sources, a one band system would permit more communities to have local service and would provide a larger number of multiple services to a greater portion of the population than would be possible with the combined use of the uhf and vhf bands. This may be possible despite certain advantages in the use of vhf frequencies for television broadcasting. The critical factor is that there is an inadequate number of these frequencies, and the use of the 12 vhf channels has discouraged the utilization of more than a fraction of the uhf assignments which were made available for television broadcasting in 1952.

22. When we learn the results of the suggested program of uhf research and development, we will be better able to ascertain the full practical capabilities of uhf. On that basis we will then be able to evaluate uhf's capacity to supplant vhf broadcasting without loss of service. We will also be in a better position to determine whether uhf alone would render adequate service throughout the country, or whether it would be necessary to confine all-uhf television to areas, such as east of the Mississippi River, where owing to the greater population density, and the larger number of cities able to support stations, service areas need not be as large as in the less densely populated areas to the west.

23. The second major group of problems involved in an all-uhf television system concerns the need to establish methods and timing for transition from the present system which will minimize cost and dislocation to the public and to the television industry. It would appear that a transition period would have to be sufficiently long to cover the useful life of vhf-only receivers in the hands of the public, and to permit the amortization, over a reasonable period, of vhf transmitting equipment whose use would be discontinued when vhf broadcasting would be terminated in designated portions of the United States. One method which may merit consideration is to require vhf stations to broadcast simultaneously on uhf channels during all or some part of the transition period. It would seem probable that if it should be decided to go to an all-uhf system, the announcement of a decision that vhf broadcasting would be discontinued on a fixed future date, coupled with interim simultaneous uhf broadcasting by vhf stations, would lay the necessary basis for discontinuance of the manufacture of vhf-only receivers.

24. The problem of getting uhf-equipped sets into the hands of the public is not, however, subject to complete control, under existing law, by either the Commission or the industry. For even if it were to be determined that on a mass production basis improved all-channel sets can be developed at only a moderate cost differential from vhf-only sets, the forces of price competition in the industry are such as to magnify the effects of such slight differentials and in the absence of some additional spur or protection, to have the cheaper, less-complete set drive out the all-channel sets. Any private agreement among manufacturers to manufacture only uhf-equipped sets would run the risk of violating the anti-trust laws. And in view of this fact, and the public's reluctance to spend additional sums in anticipation of future developments in the television art, we believe it may be essential for the Congress, contemporaneously without explorations of the technical problems of uhf operation, to examine the advisability of legislation to relieve the situation. Such legislation might take the form of special tax relief, such as that already suggested, to equate all-channel receiver costs with those of vhf-only sets, or perhaps more drastic remedies such as the prohibition of the shipment in interstate commerce of other than uhf-equipped receivers might be found to be necessary. We can make no definite recommendations at this time as to specific legislation; we do believe, however, that this is an important facet of the overall problem which cannot be overlooked.

25. For all the foregoing reasons the Commission is convinced that it should now undertake a thorough, searching analysis of the possibilities for improving and expanding the nationwide television system through the exclusive use of the uhf band throughout or in a major portion of the United States. In order, however, to lay the basis for the formulation of a definite plan or proposal in a form suitable for consideration in a formal rule making proceeding, it will be necessary first to obtain facts and data relating to the basic problems, discussed in paragraphs 19 through 24 concerning uhf's capacity to provide a complete television service without the concomitant use of vhf channels, and the best means of effecting a transition to

an all-uhf system. The Commission will welcome the submission of comments and data on these problems by all interested parties. The comments should refer to "FCC Inquiry Into the Feasibility of Transferring Television Broadcasting to the Uhf Band," and should be submitted, in an original and 14 copies, by Oct. 1, 1956. The Commission will decide what further proceedings will be appropriate after considering those comments.

26. Concerning the first group of problems relating to the technical performance of uhf transmitters and receivers we believe that it will be necessary to achieve some progress with the suggested program of research and development before it will be useful to establish an extensive record on these subjects. The Commission will, however, accept any comments which interested parties may feel it may be useful to submit on this aspect of the matter at this time. We will especially welcome comments at this time concerning the most effective methods for conducting and expediting this suggested research and development program.

27. An additional group of problems concerns the question of the most efficient utilization of the vhf frequencies now allocated to television broadcasting, taking into account both the problems of television allocations and the uses to which these frequencies might be put by other services. It would be premature to examine the latter uses in detail, at this stage, since even assuming the successful disposition of the technical problems of an all-uhf system, developments in the interim may considerably alter the present circumstances of the other services. At the same time, it may be useful to note briefly several developments which indicate growing need of additional space in the vhf portion of the spectrum for other services.

28. Recently there has been considerable development of techniques employing ionospheric scatter from point-to-point or fixed communications. It is in use outside the United States and appears to offer possibilities for domestic use and for international use between the United States and other countries. The useful frequency range is between about 30 and 60 mc. As the sunspot cycle advances widespread interference is caused to the mobile services which are now using the same frequencies for domestic operation. Whether the use of ionospheric scatter circuits is limited to foreign areas or in the event that there will be domestic demands for this service, the question is raised whether frequencies in the range of 30 to 60 mc should be set aside for this service within the next 5 to 10 years.

29. The conditions of use and the characteristics of radio systems employed by the land mobile services indicate that the lower vhf spectrum may be well adapted to their needs. Many of these services are related to trading areas in much the same manner as the broadcast service. Thus they have need for substantially the same coverage areas. However, only the base transmitting and receiving antennas can be raised above rooftop and treetop levels, and in general the base station uses lower antennas and lesser powers than broadcast stations. The governing factor, however, is the severely restricted powers and antenna heights which are available to mobile units. Only in exceptional cases do they operate from clear sites, and it is imperative that for longer ranges they have frequencies suited to their needs. The lower vhf frequencies are less affected by hills, structures and vegetation. They also permit longer mobile antennas and more sensitive receivers. These factors indicate the desirability of considering the allocation of lower vhf frequencies to the land mobile services.

30. It is evident that the need and demand for more accommodation for land mobile services has been increasing substantially in the recent past and promises to increase further as the industrial uses of radio continue to develop. These factors raise basic questions concerning spectrum allocation which go further than the requirements of television broadcasting alone, and which take into account the rising needs of other services. Thus the question of the transfer of television broadcasting to vhf has the dual aspect of the possible improvement it may provide in the opportunity for achieving the goals of the nationwide television system upon the one hand and of accommodating expanding needs and requirements of industry on the other.

Interim Action

31. There remains the problem of interim action which should be taken pending resolution of the long range problems already discussed. Since some years would be required in any event for the full implementation of an all-uhf system, the Commission believes that steps should be taken in the meantime to improve the opportunities for effective competition among a greater number of stations. As already indicated, a basic choice in many markets at this time lies between the elimination of vhf channel assignments to create improved opportunities for uhf broadcasting and, alternatively, the assignment of additional local vhf channels. Because of the widely varying circumstances in individual markets and the numerous factors which bear on the choice of techniques in any individual community or area, it is not possible to formulate rigid criteria whose perfunctory application to individual cases will automatically indicate the course which would best serve the public interest in each community during the interim period. We have concluded, however, after extensive review of all the proposals which have been submitted to us for the elimination or addition of commercial vhf assignments, that the following considerations will have important bearing on decisions in specific communities or areas. In markets with one or more commercial vhf assignments, the merits of proposals to eliminate a vhf commercial assignment would depend to a large extent on such factors as:

1. Whether significant numbers of people would lack service as a result of the elimination of the vhf channel.
2. Whether one or more uhf stations are operating in the area.
3. Whether a reasonably high proportion of the sets in use can receive uhf signals.
4. Whether the terrain is reasonably favorable for uhf coverage.
5. Whether, taking into account all the local circumstances, the elimination of a vhf channel would be consistent with the objective of improving the opportunities for effective competition among a greater number of stations.

The desirability of assigning a first vhf channel or of adding an additional vhf channel would depend principally upon:

1. Whether it is possible to locate the new transmitter so as to meet minimum transmitter spacings.
2. Whether, in cases where it is necessary to move the channel from another city, there is greater need for the channel in the area to which it is proposed to be assigned.
3. Whether the addition of a new vhf assignment would be consistent with the objective of improving the opportunities for effective competition among a greater number of stations.

32. In appropriate instances it may be desirable, in order to attain the objectives stated in the preceding paragraph, to add an additional vhf assignment which meets all requirements of the present rules with the exception that the minimum spacing from the city where the new assignment is proposed would not be met. It would be feasible, however, in these instances, by appropriate location of the new transmitter, to meet all transmitter spacing requirements. Since it is the spacing from the transmitter that is critical, we believe, that it will be in the public interest to relax the present rules in order to permit new assignments that can be utilized within reasonable distance from the city in conformity with the minimum transmitter spacing requirement. In this way additional service can be provided without departing from the engineering standards.

Implementation of Interim Revisions of the Table of Assignments

33. This proceeding has served the purpose for which it was instituted, i.e., determination of the basic lines on which revisions of the existing television allocation plan should be considered. It can therefore now be terminated. We announced in the Notice of Proposed Rule Making adopted on Nov. 10, 1955, that after this determination had been made we would proceed to the consideration of proposals for such channel reassignments as might be made in conformity with the general policies adopted herein.

34. Accordingly, we are adopting today a number of Notices of Proposed Rule Making in which we will consider a series of proposed channel reassignments which appear to merit consideration in conformity with the objectives outlined in this Report and Order. For example, in a number of communities, including Madison* and Elmira*, we are proposing to delete a vhf channel or reserve it for educational use. It appears on the basis of the facts before us that such action offers reasonable prospect for improving the opportunities for effective competition among a greater number of stations in these areas. In other communities, such as Fresno** and Peoria**, we are proposing to shift vhf channels to other communities, which would have the added advantage of making additional comparable facilities available in vhf markets. In several other areas, such as New Orleans*** and Albany***, it appears that similar objectives can be achieved by deleting or shifting one of the two vhf channels assigned in the area.

35. In communities such as Charleston and Duluth-Superior, which have two vhf channels assigned and no uhf stations in operation, we find that it is possible to add a third vhf channel by "drop-in" or by shifting an unused educational assignment for which there appears to be no realistic prospect of early use. In Miami****, which already has three commercial vhf assignments, we are proposing to add a fourth which it appears can be accomplished in accordance with minimum transmitter spacing requirements. We believe this course of action is more meritorious than deletion of two or all vhf channels from Miami, as some petitioners and parties to this proceeding have proposed. Where a fourth vhf channel can be employed without violating our engineering standards, deletion of vhf channels would not appear to be warranted.

36. In some markets such as Toledo, where there are only two commercial vhf assignments and no uhf stations operating, we find that despite the apparent capacity of such markets to support additional stations, it is not possible

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* Chairman McConnaughey and Commissioners Doerfer and Mack dissented from this proposed rule making.

** Commissioners Doerfer and Mack dissented from this proposed rule making.

*** Chairman McConnaughey and Commissioners Doerfer and Mack dissented from this proposed rule making. Commissioners Webster, Bartley and Lee concurring but would propose the deletion of ch. 6 also.

**** Commissioners Webster and Mack dissented from this proposed rule making.

to assign an additional vhf channel because there are none available which would meet minimum transmitter spacings. Nor would it be practicable to encourage the expansion of local services on locally assigned uhf channels by eliminating a local vhf assignment because, apart from the absence of significant uhf conversion in the area, the reception of signals from vhf cities located elsewhere (in this case, Detroit) would make it doubtful that effective deintermixture could be achieved.

37. Parties interested in these proceedings will have full opportunity to submit comments in support of or in opposition to these proposals, and to submit counterproposals. The proposals put out for rule making at this time do not cover all the amendments to the present Table of Assignments which have been proposed in petitions now before us. We will endeavor to act on all petitions as rapidly as possible, including those already before us which have not yet been acted on and in those on which rule making proceedings have been initiated but not yet concluded. Parties desiring to file petitions for additional or alternative amendments to the Table of Assignments may do so.

38. In order to assist the Commission in evaluating proposals for channel reassignments which involve the removal of an existing vhf assignment for which an application is on file or a construction permit has been granted, it is requested that the parties furnish data, in accordance with the procedure set out in paragraphs 39 and 40, showing the service of all stations in the area involved.

39. As the Commission pointed out in the Sixth Report and Order and other documents, there is no available means for predicting precisely the service areas of a specific television station which will take into account time variations and variations in location, with particular reference to uneven terrain. Propagation data gathered since the Sixth Report and Order are now available. These latest data, as analyzed by the Commission's staff and others, should be used, since they improve somewhat the predictions which can now be made in the average case. The new data and methods for employing them are set out in Appendix A attached to this Report and Order.

40. The data supplied should be based on the following assumptions:

(1) In computing coverage, stations should be assumed to be operating with maximum power at 1000 ft. above average terrain, with the transmitter located in the center of the principal community, except where the minimum transmitter separations proposed require transmitter location elsewhere.

(2) 1000 ft. antenna height above average terrain should be used for all pertinent directions.

(3) Service should be drawn for the limit of the Grade B contour as limited by noise or interference, as the case may be.

(4) The extent of Grade B service should be computed in accordance with the tables set out in Appendix A.

(5) Only co-channel interference need be considered.

(6) Simple station method of interference should be employed, i.e., the station causing the greatest penetration is assumed to mask the interference of other stations.

(7) In computing interference or service, all stations presently on the air or authorized, and pending applications, should be taken into account, whether uhf or vhf. However, where a station that is not yet operating is considered, this fact should be indicated.

If the parties desire, data based on other assumptions may be submitted *in addition* to the foregoing.

41. In a Notice of Proposed Rule Making adopted June 22, 1955 (Docket No. 11433, FCC 55-705), the Commission requested comments on a proposal to raise the maximum power of uhf television stations from 1,000 kw to 5,000 kw, and to substitute new curves in Figures 3 and 4 of Section 3.699 of the Rules governing reduction of power for antenna heights exceeding 2000 ft. In a Further Report and Order adopted on Dec. 14, 1955, the foregoing rule making proceeding was incorporated as part of the general television allocation proceeding under Docket No. 11532, and the proposal is accordingly before us for review in the instant proceeding. After careful examination of the comments which have been submitted in support of and in opposition to these proposals the Commission has concluded, in the light of the decisions reached in this proceeding, that the public interest would be served by increasing the maximum power of uhf stations to 5000 kw. It has accordingly decided to amend the relevant rules, including the curves already mentioned, in Figures 3 and 4 of Section 3.699. Equipment is now available and in use which yields effective radiated power of 1000 kw for uhf stations. Encouraging experiments have been conducted with uhf transmissions at 4500 kw and even higher power. The increase at this time in the maximum power authorized for uhf stations seems particularly appropriate in view of the importance which is attached to the research and development program already discussed.

42. In a Further Report and Order adopted Nov. 30, 1955 (Docket Nos. 11181 and 11532, FCC 55-1198), the Commission brought within this general television allocation proceeding the proposal to increase the antenna height at which maximum power could be authorized for vhf television stations in Zone I. Previously, on July 20, 1955 (Report and Order, Docket No. 11181, FCC 55-802), the Commission had announced the adoption of an amendment to Section 3.614(b) of the rules which would permit vhf television stations in Zone I to use maximum power at antenna heights up to 1250 ft., instead of up to 1000 ft. as provided in the rules. The effective date for that amendment was designated as Aug. 31, 1955. This effective date was subsequently extended in a series of Orders issued prior to Nov. 30, 1955, at which time the Commission vacated the Report and Order of July 20, 1955, and made the record in Docket No. 11181 part of this general television allocation proceeding. The rule making proposal under the former Docket No. 11181 is accordingly before us for decision.

43. In re-examining this proposal we have again carefully reviewed the comments, supporting and opposing the change. We also have considered a number of petitions for reconsideration or for stay of our Report and Order of July 20, 1955 (Docket No. 11181).[4] We also have considered the issues concerning maximum antenna heights and powers for vhf stations in Zone I in the light of the conclusions reached in this proceeding concerning the measures which will best facilitate the building and operation of greater numbers of television stations in both large and small markets. This objective is paramount, and furnishes the basis for our conclusion that it would be undesirable to alter the antenna height and power maxima at this time. As we pointed out in our Report and Order of July 20, 1955, there were cogent reasons for rejecting, in the Sixth Report and Order, proposals to permit all stations to use maximum power at 2000 ft., irrespective of location. In that document the Commission adverted to the lower separations in Zone I, the shorter distances between cities, and the need for more data on operations over 1000 ft. The pattern of vhf stations in Zone I is now well established on the basis of the height and power rules adopted in 1952 when the Sixth Report and Order was issued.

44. The comments and data submitted in the instant proceeding also indicate that to some extent, the overlap of service areas tends to diminish the opportunities for the building and successful operation of a larger number of stations, both in the vhf and uhf bands, in smaller communities neighboring the larger metropolitan areas. The power increases sought for Zone I would tend to augment these effects of overlapping of service areas. In these circumstances, taking into account the objective of facilitating the construction and operation of a larger number of television stations, the Commission has come to the conclusion that it would be preferable not to adopt even the compromise increase contemplated in our Report and Order of July 20, 1955. In reaching this decision, the Commission has borne in mind not only the possible impact of the change on uhf stations in Zone I, but also the needless burdens which would be thrust on vhf stations, which would be faced with the alternatives of sustaining increase interference from co-channel stations taking advantage of the proposed rule change, or of increasing the heights of their own antennas in order to offset it. Owing to the added cost, local zoning restrictions and air space considerations, not all vhf stations in Zone I would find it possible to increase their antenna heights. Thus this proposal would tend to unbalance the established pattern of vhf service in Zone I, a result which would not be justified by the extension of service areas which the amendment might make possible in a relatively few cases.

45. In our Memorandum Opinion and Order adopted Dec. 14, 1955, we listed five petitions which related directly to the matters under review in the general television allocation and which we announced we would, accordingly, consider in these proceedings. It is now appropriate to consider these petitions in the light of the decisions reached herein. The petition filed April 18, 1955, by Albert J. Balusek of San Antonio, Tex., has already been disposed of. The remaining four are dealt with in the succeeding paragraphs.

46. On June 21, 1955, the Uhf Industry Coordinating Committee requested that the Commission amend the rules so as to permit the authorization of vhf stations on a case-to-case basis at lower separations than are permitted at present. Whether such authorizations were processed on a case-to-case basis or on the basis of a general reduction of minimum separations, the Commission has concluded, for the reasons already given, that the authorization of additional vhf stations at sub-standard transmitter spacings would not be desirable.

47. On Oct. 17, 1955, the Ultra High Frequency Industry Coordinating Committee filed a separate petition requesting, *inter alia*, that the Commission consider the television allocations problem under a broad rule making proceeding. The instant rule making proceeding corresponds with that requested by the petitioner. The Ultra High Frequency Industry Coordinating Committee also requested the deferment of authorizations or modifications of authorizations which would increase intermixture pending the conduct of the general proceeding. That portion of the petition is now moot,

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[4] Filed by Elm City Broadcasting Corp., The Air Transport Assn. of America, The Ultra High Frequency Coordinating Committee, Greylock Broadcasting Co. (WMGT), Springfield Television Broadcasting Corp. (WWLP), Plains Television Corp. (WICS), The Helm Coal Co. (WNOW-TV), Rossmoyne Corp. (WCMB-TV), Southern Connecticut and Long Island Television Co. (WICC-TV).

since we are now terminating this proceeding.

48. On Oct. 7, 1955, the American Broadcasting Co. filed a petition requesting the deintermixture of some communities, the reduction of vhf separations and other revisions to the present rules. These proposals of the American Broadcasting Co. have been superseded by comments filed under the instant proceeding. It is not necessary, therefore, to give separate consideration to this petition.

49. On Nov. 9, 1955, Scharfeld and Baron of Washington, D. C., filed a petition proposing that channel assignments be made on the basis of individual applications rather than under a fixed Table of Assignment. The Commission has given careful consideration to this proposal, but is not persuaded that it would be in the public interest to abandon the Table of Assignments at this time. Before the Sixth Report and Order was adopted the Commission considered proposals to assign television channels on the basis of individual applications. It was decided, however, for reasons set out in that document, that it would be preferable to establish a table of assignments subject to modification through rule making proceedings. Although not all the reasons given at that time are applicable now to the full extent they were in 1952, when a large backlog of applications would have rendered the application basis almost unmanageable, the Commission hesitates to discard the Table and thereby incur delays which may occur in cases where applications propose conflicting assignments. Moreover, retention of the present system of fixed assignments subject to modification in rule making proceedings is desirable for implementation of the policies adopted in this Report and Order.

50. In our further Report and Order adopted in this proceedings on Nov. 30, 1955, the Commission gave notice that it would consider herein the petition which Northern Pacific Tv Corp. of Spokane, Wash., filed on Nov. 7, 1954, requesting the amendment of Section 3.614(b) of the Rules so as to permit stations operating on Channels 2-6 in Zone II to operate with maximum power of 100 kw irrespective of antenna height. On the basis of careful consideration of this proposal the Commission has concluded that it would not serve the public interest to remove the maximum limitations set out in the present rules at the present time. The basic considerations which apply here are similar to those already discussed in paragraphs 43 and 44, above, relating to the proposal to increase the antenna height at which vhf stations in Zone I are permitted to use maximum power.

51. In accordance with the decision reached on the proposal to increase the maximum power of uhf stations to 5,000 kw, discussed in paragraph 41, above, IT IS ORDERED, that effective Aug. 1, 1956, Part 3 of the Commission's Rules is amended as follows:

A. Section 3.614(b) is amended by deleting in the Table the expression "30 dbk (1,000 kw)" and substituting therefor "37 dbk (5,000 kw)."

B. Section 3.699 is amended by the deletion of Figures 3 and 4 and the substitution therefor of the attached **Figures 3 and 4.**

[Editor's Note: Figures 3 and 4 not reproduced in this text.]

52. Authority for the foregoing amendment is contained in Sections 303(a), (b), (c), (e), (f), (g), (h) and (r) and 4(i) of the Communications Act of 1934, as amended.

53. In accordance with the conclusions reached herein, IT IS ORDERED, that this proceeding IS TERMINATED, including that portion of this proceeding concerning amendment of the rules governing maximum antenna heights and powers in Zone I, which was formerly considered under Docket No. 11181.

FEDERAL COMMUNICATIONS
COMMISSION*
Mary Jane Morris,
Secretary.

Adopted: June 25, 1956.
Released: June 26, 1956.

* See attached concurring statements of Commissioners Hyde, Webster, Bartley and Mack.
* See attached dissenting statement of Commissioner Doerfer.
NOTE: Rules changes herein will be included in Amendment No. 3-16.

APPENDIX A

The accompanying tables, which have been drawn up on the basis of new propagation data,[1] provide the basis for determining the Grade B service contours of television stations in the presence of noise and co-channel interference.

In order that rapid determinations may be reached, an abbreviated method is to be used in employing the tables. In constructing the tables it has been assumed that a contour which reflects the effect of each interfering station separately will approximate that derived from computing the simultaneous effect of several interfering signals since the interference from the nearest station will predominate.

The tables are based on new minimum local field intensities of 35, 44 and 53 dbu in the presence of noise for low vhf, high vhf and uhf, respectively, and on a maximum receiving antenna discrimination of 6 db for vhf and 13 db for uhf. These new figures are employed in light of experience and improvement in the art since the Sixth Report and Order. They represent the following changes from the values employed at the time of the Sixth Report and Order: A 6 db improvement in the receiver noise figure for low vhf, a 4 db improvement in the receiver noise figure and a 3 db improvement in the receiving antenna gain for high vhf, and a 5 db improvement in the receiver noise figure and a 2 db improvement in transmission line loss for uhf. Maximum power for vhf stations, 1,000 kw for uhf stations and 1,000-ft, transmitting antenna heights have been assumed in compiling the tables. All of the data underlying the tables are based on the foregoing assumptions and on 90% service time probability.

Table I gives the distance of a television station's signal as limited by noise for 50% and 70% of the locations for the low band vhf, high band vhf and uhf in the presence of noise only.

Table II gives the minimum spacing between co-channel stations in order that their Grade B contours will be limited by noise only. When stations are spaced at distances less than those indicated, their service areas will be limited by the resulting interference.

Table III gives the point, on a direct line between stations, at which Grade B service will be limited by co-channel interference on the basis of the single station method of computation.[2] Linear interpolations may be used for distances between those listed.

Table IV gives the radii of the interfering signals which reduce the 70% noise limitation to an overall limitation of 50%.

The following example explains how the tables should be used:

Consider three co-channel tv stations in the low vhf band: Stations A, B and C (see Figure 1). [Editor's Note: Figure 1 not reproduced in this text.] The stations are offset. Station A is 180 miles from Station B and 225 miles from Station C. Station B is 290 miles from Station C. The problem is to determine the limitations of the Grade B contour of Station A in the presence of noise and the interfering signals from Stations B and C.

TABLE I

Distance to Noise Limited Contour for Locations Indicated

	Low Vhf	High Vhf	Uhf
At 50% Locations	78 Miles	70 Miles	49 Miles
At 70% Locations	71 Miles	66 Miles	45 Miles

TABLE II

Minimum Spacing Required So That Grade B Service Contour Is Limited by Noise Only

	Low Vhf	High Vhf	Uhf
Offset	271 Miles	247 Miles	155 Miles
Non-Offset	364 Miles	326 Miles	239 Miles

TABLE III

Distance (d_1 in Miles) to Grade B Interference Free Service Contour in the Direction of an Interfering Station at Spacing Indicated

SPACING	LOW VHF		HIGH VHF		UHF	
(Miles)	Offset	Non-Offset	Offset	Non-Offset	Offset	Non-Offset
100	26.5		31.0		37.0	
110	30.0		34.0		40.5	
120	32.5		37.5		43.0	
130	35.5		40.0		45.0	
140	38.5		43.0		47.0	
150	41.0		46.0		48.0	
155					49.0	
160	44.0		48.5			
170	47.0		51.0			
180	50.0		53.5			
190	52.5		56.5			41.5
200	55.5	37.5	58.5	42.5		43.0
210	58.5	40.0	61.0	45.5		44.5
220	61.5	42.5	63.5	48.0		46.5
230	64.5	45.0	66.0	51.0		48.0
240	67.5	48.0	68.5	53.5		49.0
250	70.5	50.5	70.0	55.0		
260	74.0	53.0		57.0		
270	77.5	55.5		59.0		
280	78.0	57.5		61.0		
290		60.0		63.0		
300		62.0		65.0		
310		65.0		67.0		
320		67.0		69.0		
330		69.0		70.0		
340		72.0				
350		74.0				
360		77.0				
370		78.0				

TABLE IV

Distance (d_2) From Undesired Station at Which Interfering Signal Will Reduce the 70% Location Noise Limitation of Desired Station to an Overall Grade B Limitation

	Low Vhf	High Vhf	Uhf
Offset	208 Miles	188 Miles	124 Miles
Non-Offset	307 Miles	274 Miles	210 Miles

From Table I draw the 50% and 70% location contours as limited by noise. These are found to be circles of 78 and 71 mile radii, respectively. The contour limitation of Station A in the direction of Station B can be obtained by finding from Table III the distance to the interference free Grade B contour d_1 for a spacing of 180 miles for low vhf stations operating on an offset basis. This contour is found to fall 50 miles from Station A, and this point should be plotted on a line between Stations A and B.

Two *additional* points should now be located to determine the limitation of the Grade B contour of Station A in the presence of noise and interference from Station B. These additional two points may be located from Table

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[1] See "Present Knowledge of Propagation in the Vhf and Uhf Tv Bands", W. C. Boese and H. Fine TRR 2.4.15., Nov. 15, 1955.

[2] The figures in the table were computed by obtaining the point on a line between stations at which the desired field exceeds the undesired by the required ratio. This does not give the precise point at which Grade B service is limited since receiver noise factor is not considered. In dealing with stations in the low vhf band, it would be necessary to consider non-offset stations as far removed as 650 miles in order to take noise also into account. When using the simple method employed here for the spacings usually encountered the results may place the service contours from 1 to 4 miles beyond the actual figure that will be obtained if noise were also taken into account. Nevertheless, we believe the suggested method affords results of sufficient accuracy for present purposes.

IV. From this table find the pertinent distance d_2. The required points will be this distance from Station B—the undesired station—and will lie on the 70% location noise-limited contour of Station A, i.e., at points x and y in the diagram. In the example d_2 is 208 miles. These points will be positioned symmetrically with relation to the point already determined above and will indicate where *noise* will limit service to 70% of the locations and the interfering signal will limit service to 70% of the locations. The cumulative effect would thus be a limitation of *service* to 50% of the locations.

The Grade B contour of Station A as limited by noise, and interference from Station B will be determined by an arc of a circle drawn through the three points which have been located. The above procedure should be repeated for Station C.

The Grade B contour limitations for Station A are shown in the figure as indicated by the arrows.

CONCURRING STATEMENT OF COMMISSIONER E. M. WEBSTER

I concur in the thinking of a majority of the Commission that ultimately commercial television broadcasting may have to be moved to the uhf band. But, like my colleagues, I am of the opinion that a decision to make such a shift at this time would be premature in view of the present status of this phase of the radio art. Therefore, I am in accord with the Commission's desire and suggestion that the industry immediately launch an expedited research and development program designed to hasten the day when uhf will be able to assume its proper role in the nationwide television system.

The Commission, by this Report and Order, expresses its growing concern in regard to the rapidly increasing needs of other radio services for additional spectrum space and points out that the transfer of television broadcasting to the uhf band would provide accommodiations for the expanding requirements of industry in the lower part of the vhf spectrum which is well suited to the needs of the land mobile services. However, it does not appear that there is any inclination on the part of the Commission to re-examine the spectrum for this purpose at any time in the near future. While it is true that the conclusions to be reached as a result of such an examination would be tempered by the accomplishments of the expedited research program; nevertheless, it is my opinion that an examination of the lower vhf band should be conducted simultaneously therewith so that findings in each case could conceivably be reached at approximately the same time. Accordingly, I believe the Commission should immediately issue a notice of proposed rule making for the purpose of developing such data as it may need in determining the best use to be made of the lower vhf spectrum.

CONCURRING STATEMENT OF COMMISSIONERS HYDE AND BARTLEY

We concur in the adoption of the order, although we do not agree with discussion in the report regarding the disposition of certain prior tv allocation proceedings on which we have previously stated our views.

STATEMENT OF COMMISSIONER MACK

The Commission's Sixth Report and Order (FCC 52-294; April 14, 1952) adopted channel assignment principles and standards for television broadcasting which have afforded a sound legal guide for the public and industry and which have promoted the rapid development of television in the United States. Today more than 90% of the homes in the United States are within range of at least one station and the great majority can receive two or more stations. The construction of additional stations already approved by this Commission will bring still more service.

Consequently, it appears highly speculative, on the record in this proceeding, that any changes should be undertaken at this time to alter the principles set forth in the Sixth Report and Order prior to the adoption of a long-range program. To the contrary, the growth of the television industry is real evidence of the value of the Sixth Report in bringing television service to the greatest number of people. We may well recognize the industry's problems, but we cannot overlook the fact that in the present channel assignments the public is well served.

I do believe that the long-range program undertaken in conjunction with all segments of the broadcasting industry may well answer many problems which presently face the Commission.

DISSENTING STATEMENT OF COMMISSIONER DOERFER

Although I concur in that part of today's action soliciting comments as to the feasibility of moving all television broadcasting to the uhf portion of the spectrum, I cannot concur with that part of the proposed interim action which would deintermix a mere handful of so-called uhf markets. The proposed action would not make a significant or a substantial contribution toward the full utilization of the seventy uhf channels.

Although the avowed purpose of deintermixing is to provide a better competitive situation in these markets in the interim, actually this action is confined merely to those pending vhf applications which incurred delays in processing. This is a fortuitous circumstance and not a substantive solution to the problem.

The Federal Communications Act provides that the distribution of frequencies among the several states and communities shall be upon a fair, efficient and equitable basis. It makes no provision for a "nation-wide competitive system." Admittedly ample competition, if attainable without doing violence to the equitable and efficient provisions of the Act, would be in the public interest. But when this is to be accomplished at the expense of denying a first television service to substantial numbers of people, it is tantamount to displacing the Congressional mandate of an efficient and equitable distribution and substituting therefor equal competitive facilities for a few applicants.

To assign only uhf frequencies to some communities when a vhf service is available is, in my opinion, inequitable. A vhf service presently is superior to a uhf. In comparison with uhf, a vhf signal has a wider coverage and less shadow area. Both in operation and in reception, vhf is less costly. To ignore these differences in the present stage of the development of broadcasting is to disregard the specialized knowledge of this Commission and the experience of the industry and the public.

It cannot be denied that the reception of uhf is more costly. It requires special antennas, more sensitive receiving sets and more frequent and more costly maintenance.

Nor does the proposed rule making suggest efficient use of the spectrum. This Commission has allocated over 85% of the television spectrum space for uhf television broadcasting. The proposal today gives promise of using that portion to serve less than 10% of the present or the foreseeable demand. The deintermixture proposed will not create any more markets for uhf transmitting equipment or receiver sets. All markets proposed to be deintermixed have already substantially converted to uhf sets. At best, such action provides only a replacement market for less than 4 million sets and maintains the status quo—with no reasonable prospect for improvement.

The proposed action will also deny to the Commission the opportunity to gain reliable experience upon which to base future action. By creating uhf islands, the Commission also, as a corollary, creates vhf islands. Hence, there will be little opportunity to observe how successfully a uhf service can compete with a vhf service in the same market with a slight change in the network rules.

The willingness to study the feasibility of moving all television broadcasting to the uhf band is conditioned upon a big "IF." Neither this nor future Commissions will order this move unless there is practical assurance that uhf receiving and transmitting equipment develops a quality of performance equal to that of vhf. It is inconceivable that the present or future Commission will take any action which would disenfranchise thousands of people now receiving service in the fringe area of a present vhf operation without such assurance.

Because I have grave doubts as to the eventual feasibility of an all-uhf system, I consider it to be the sheerest speculation to take steps now which would, for a long time, consign uhf to small and insignificant islands of competition. Even with possible improvement of equipment, the best that a uhf operator could show a national or regional advertiser in the future is success in a sheltered harbor. I can see no substantial support forthcoming from the advertisers—the backbone of broadcasting in this country—to a uhf service without proof of competitive ability in a mixed market.

No petitioner or Commissioner has indicated how this transition from an all-uhf market to a mixed market of vhf's and uhf's in the future will be accomplished. At best, nothing more is expressed than a hope. Indeed, the interim action of today is in the opposite direction from realizing the full utilization of the vhf and uhf portion of the spectrum to effect a truly nation-wide competitive system.

If anything useful can be done to afford uhf an opportunity to compete successfully in a mixed market in the interim, it should be in the field of programming. To this extent, some help may be ventured by the adoption of a network rule designed to prevent a single vhf from skimming all the best network programs within a given market. Such rule may even prove helpful in a 2-only uhf market for a seedling uhf to grow. In any event, such a rule would give a more realistic promise, short of the full realization of an all-uhf system, of a truly nation-wide competitive system using both types of frequencies than a proposal to solidify a large number of vhf islands unassailable now and in the future from uhf competition.

As an interim measure, some readjustment of competitive facilities in predominantly vhf markets today may be worked out. But I cannot concur that it should be done by an utter disregard of the equitable provisions of the Communications Act or the possibility of undermining the only available foundation for the growth of uhf in intermixed markets.

RECORD PULL IN WOR-TV CONTEST

THE HEAVY audience pull of WOR-TV New York's *Million Dollar Movie* Album Week Contest was underlined in an observation of the Reuben H. Donnelly Corp., New York, that going back to 1939 that company's records show that "no sponsor has produced in a local New York contest as many entries as received in this contest." A total of 97,347 entries were received, according to the Donnelly Corp., the contest's judges, which noted that the figure represented "approximately double that of other successful New York contests."

The contest, which ran from May 28-June 10, required viewers to select the motion pictures that WOR-TV plans to run during Album Week (July 9-15) and their playing dates. Names of the contest winners—those who come closest to selecting the seven films and their playing dates —will be announced shortly. Among the 100 prizes are a Ford Thunderbird and $1,000 cash, and round trips to Paris for two.

WBC NATIONAL EAR ON NEA

THE 94th annual meeting of the National Education Assn., starting in Portland, Ore., today (Monday) will be covered in part by all five of Westinghouse Broadcasting Co.'s radio stations, KEX Portland, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh and WBZ-WBZA Boston-Springfield, Mass. The news and special events staff of KEX will cover the entire meeting, recording the two principal keynote speeches of special U. S. Ambassador to the Middle East Eric Johnston and NEA President John Lester Buford, feeding reports to the other four WBC stations.

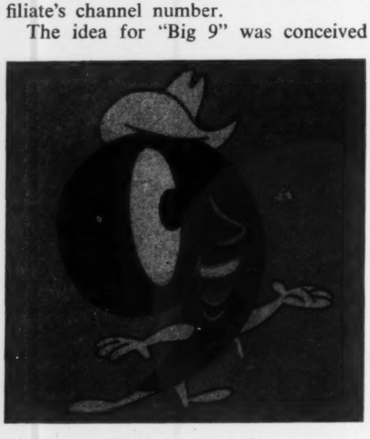
SALLY SET FOR LIFE ON WJMJ

SALLY STARR, conductor of the twice-daily *Jamboree* show on WJMJ Philadelphia, has just signed what the station calls an "unprecedented" contract with West Side Lincoln-Mercury, *Jamboree* sponsor. West Side contracted for lifetime options on Miss Starr as talent for the WJMJ show, marking what the station claims is a "first" for an auto dealer. The lifetime agreement was made through Benjamin Katz Agency, Philadelphia.

'BIG 9'

"BIG 9," a fully animated cartoon character complete with 10-gallon hat, is now giving the station breaks for KWTV (TV) Oklahoma City. The "big" signifies the station's 1,572 ft. transmitter tower while "9" designates the CBS affiliate's channel number.

The idea for "Big 9" was conceived by Montez Tjaden, promotion manager, and Perry Dickey, program director, and was turned over to Erwin, Wasey & Co., KWTV's agency, for development. Officially adopted as the station's trademark, "Big 9" now appears on all the station's advertising, promotion and printed material.



GLAMOUR TEAM FOR NBC SPOT

NBC SPOT SALES sent a quartet of glamorous quarterbacks into the field to promote its stations' fall football lineups. The team of New York models, dressed in abbreviated football costume, carried megaphones with promotion brochures attached which they left with clients. Prospects were advised of the visit by a telegram reading: "Be on the lookout for All-American girl between 9 a.m. and 1 p.m., June 20th. She will get in a huddle with you for the latest on top lineups (penalties for holding)."

NO REST FOR KFAB STAFF

KFAB Omaha newsmen may vacate station premises sometimes in the summer, but for them there's no vacation in the usual sense of the word. Ken Headrick, vacationing in Fremont, Neb., June 11 turned in what KFAB says was the first report on a robbery-murder occurring on the outskirts of that town. Another staffer, Don Norman, vacationing in Seattle June 21, got his report of an airplane collision he witnessed into the station newsroom before wire services.

LIVELIER NETWORK AFTERNOON

STARTING today (Monday), NBC-TV's weekday afternoon schedule goes into high gear with a total of two and a half hours of live telecasting. The major change, announced last week, was made in *Queen for a Day,* formerly a 30-minute show, now expanded to 45 minutes. *Queen,* previously scheduled at 4:30-5 p.m., moves back to 4-4:45 p.m., replacing *Date With Life* (off the air), while *Modern Romances* shifted from 4:15-4:30 p.m. to the 15 minutes immediately following *Queen.* As NBC-TV's schedule reads now, the network goes live at 2:30 p.m. starting with the *Tennessee Ernie Ford Show,* followed by the semi-color *Matinee Theatre* which in turn precedes *Queen.*

WFAI, CBS HIT SILK

WFAI Fayetteville, N. C., and the CBS Radio Network, anxious to leave no corner of radio reporting unexplored, went into the air with the 18th Airborne Corps. of the U. S. A., Fort Bragg, N. C., via facilities of the Air Force's 464th Troop Carrier Wing, and came down with two parachutists. The chutists carried handie-talkie radios and reported thoughts and sensations during the 50 seconds it took to fall 1,200 feet to earth. WFAI recorded the report for broadcast on the network.

WDRC SALUTES CIVIC OFFICERS

WDRC Hartford, Conn., isn't waiting for local civic organizations to knock on its door. The station has inaugurated a series of air salutes honoring new officers as they are elected by each group. On election, each officer comes in for at least three 15-second congratulatory messages during the broadcast day.

ABC GETS LISTENER PROFILE

UNION sponsors and ABC Radio, as a result of a 19-market survey by Pulse Inc., now know the age, sex, socio-economic level, occupation and union membership status of listeners to Edward P. Morgan's AFL sponsored news program and John W. Vandercook's CIO newscast, both on the network daily in the evening. The nationwide survey is said to be the first of its kind.

In addition to composite ratings, total homes and listeners per home, Pulse learned that approximately 65% of both audiences are over 35 years old, 5% are teenagers and 30% between 18 and 35. Men predominate in the audiences to the extent of 55-60% of the total. Income, determined by house rent, and divided into "upper, upper middle, lower middle and lower" quartiles, was fairly evenly distributed for each program, with slightly more listeners falling into "lower middle." Union-member listeners to Mr. Morgan were 51.9% of his total listenership and 45.5% for Mr. Vandercook. Occupationally, craftsmen and operatives accounted for nearly half of listeners to both shows, with remaining listenership scattered among all other work classifications.

PILOTS GET CHANCE ON NBC-TV

A NEW summer series to be sponsored by Procter & Gamble Co., Cincinnati, will consist of "pilot" reels of tv film series which have never been shown to the public and many of which probably will be shown on tv in the fall or at some other time in the future, according to NBC-TV. The network announced last week that the series, *Sneak Preview,* will occupy the time slot in which *Jane Wyman's Fireside Theater* (Tues. 9-9:30 p.m. EDT) regularly appears. John Egan of Compton Adv., New York, is in charge of production for the summer series.

MORE MUSIC ON ABC

ABC RADIO adds nearly two hours of mood music to its weeknight schedule, beginning today (Monday). The Mon.-Fri. series, entitled *Imagination-Milton Cross,* will be broadcast 10:05-11:55 p.m. EDT, with five minute news summaries interspersed at 10, 10:25, 10:55, 11:25 and 11:55. The starting date is one day after the network began airing its new Sunday night 2½ hour country music show [B•T, June 25].

'PANTOMIME' SUBS FOR 'PERSON'

AMERICAN OIL CO., through Joseph Katz Co., both Baltimore, and Time Inc., through Young & Rubicam, New York, will continue to hold the Friday, 10:30-11 p.m. time slot on CBS-TV through the summer while Edward R. Murrow's *Person To Person* takes its summer hiatus. Replacement show is Mike Stokey's *Pantomime Quiz,* starring Rocky Graziano, Carol Haney, Robert Strauss, Dorothy Hart and Hans Conreid.

BREAKS WITH TRADITION

WMCT (TV) Memphis, Tenn., has broken with tradition and is now telecasting live, remote station breaks. The station sets aside one day each week and sends its mobile equipment, crew and talent to a spot overlooking the Mississippi River where water, rail and bridges converge, or to the airport for station breaks from the aircraft themselves and from the weather bureau located there. Another week finds the team stationed at a point overlooking a busy downtown Memphis street, where the cameras catch glimpses of traffic from 11 a.m. until 7 p.m. The WMCT program department is currently busy planning an itinerary for its remote station breaks which have become a regular weekly feature on the WMCT schedule.

AN HOUR-LONG tape, compiled by Ray Starr, manager of WJAN Spartanburg, S. C., telling the story of Glenn Miller from 1929 until he entered the Air Force, has been presented to the Library of Congress by WJAN. Dr. Harold Spivacke (l), head of the library's music department, accepts the tape from Mr. Starr (r) as WJAN President W. Ennis Bray looks on. With the presentation, WJAN claims to be the only South Carolina radio station having a program in the Library of Congress.

KXYZ TAKES LOSS ON CASH

TO prove it really does want to give away money on the *Kash Box* show, KXYZ Houston, Tex., sent Johnny Edwards into the streets during one broadcast to sell $5 bills for a bargain $4. Stationed on a busy street corner during the last half-hour of the 1-3 p.m. program, Mr. Edwards and aides were virtually mobbed as a dollar-happy crowd surged around them. The stunt attracted attention of the *Houston Press* which sent a reporter and photographer for front page coverage.

'BAXTER TAKES FIVE' ON CBS

Dr. Frank Baxter, professor of English at the U. of Southern California and known for his various series of tv programs on Shakespeare on CBS-owned KNXT (TV) Los Angeles, is doing a nightly capsule commentary series on CBS Radio titled *Dr. Baxter Takes Five*. The sustaining program is now scheduled 7:25-7:30 p.m. EDT and will be rescheduled later this month.

BIG RESPONSE FOR RALSTON

RALSTON-PURINA Co., St. Louis, need look no further for the rating of *Grand Ole Opry* on ABC-TV since they'll find the magic number in an avalanche of mail pouring into the premises of WSM-TV Nashville, which originates the show.

Several weeks ago, viewers were invited to write in—for 10 top prizes of a round-trip ticket to Nashville—stating what they thought of the show. Two days later the WSM-TV mailroom reported a count of 25,000 letters, by the end of the week had upped the number to 250,000. Since the program is carried live on 40 ABC-TV affiliates with 110 others carrying it on a delayed basis, WSM-TV estimated influx of 6,000 letters from each station. By the time the names of the winners were scheduled to be read June 23, the number was about to reach the 600,000 mark. Ralston's agency is Gardner Adv., St. Louis.

Station Authorizations, Applications

(As Compiled by B • T)

June 21 through June 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through June 27

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,865	3,023	235	285	123
Fm	517	548	46	12	0

FCC Commercial Station Authorizations

As of May 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,858	519	180
Cps on air	32	13	315
Cps not on air	118	15	112
Total authorized	3,008	547	607
Applications in hearing	168	2	125
New station requests	273	6	41
New station bids in hearing	110	0	92
Facilities change requests	144	7	25
Total applicants pending	897	59	298
Licenses deleted in May	0	2	0
Cps deleted in May	0	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through June 27

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	360	94	454[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	320	312	632[1]
Noncom. Educational	22	20	42[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,001	337	784	554	1,339[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,062	337	818	581	1,400[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 42 already granted.
[5] Includes 674 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

St. Paul, Minn.—Twin City Area Educational Television Corp. granted vhf ch. 2 (54-60 mc); ERP 52.2 kw vis., 31.6 kw aur.; ant. height above average terrain 615.75 ft., above ground 562 ft. Estimated construction cost $394,049, first year operating cost $175,000. Post office address 2070 W Roselawn Ave., St. Paul. Studio location, St. Paul. Trans. location Falcon Heights. Geographic coordinates 44° 59′ 54″ N. Lat., 93° 11′ 17″ W. Long. Trans. and ant. RCA. Legal counsel Faegre & Benson, Minneapolis. Consulting engineer Berten A. Holmbere, chief engineer. Applicant is composed of non-stockholding principals who intend to use station for non-commercial educational purposes. Granted June 20.

APPLICATIONS

Salem, Ore.—Salem Television Co., vhf ch. 3 (60-66 mc); ERP 1.4 kw vis., .841 kw aur.; ant. height above average terrain 926.75 ft., above ground 224 ft. Estimated construction cost $63,300, first year operating cost $144,000, revenue $130,000. Post office address % C. H. Fisher, 3540 N. E. Klickitat, Portland, Ore. Studio location Salem. Trans. location Salem. Geographic coordinates 44° 59′ 15″ N. Lat., 123° 08′ 15″ W. Long. Trans. and ant. RCA. Legal counsel Harvey S. Benson, Portland. Consulting engineer Alvin H. Barnard, Eugene, Ore. Principals are **C. H. Fisher** and his wife **Edna E. Fisher,** who own **KAGT Anacortes, Wash., KDLS The Dalles, Ore., KUMA Pendleton, Ore.** Mr. Fisher owns **KIHR Hood River, Ore.,** and 23.66% of **KVAL-TV Eugene, Ore.** Filed June 26.

Aberdeen, S. D.—Aberdeen Television Co., vhf ch. 9 (186-192 mc); ERP 1.68 kw vis., .785 kw aur..; ant. height above average terrain 204 ft., above ground 220 ft. Estimated construction cost $83,432.82, first year operating cost $64,250, revenue $87,500. Post office address Aberdeen. Studio location one mile west of Aberdeen on 8th Ave. Trans. location one mile west of Aberdeen on 8th Ave. Geographic coordinates 45° 28′ 30″ N. Lat., 98° 30′ 41″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Harry J. Daly, Washington. Consulting engineer Ralph J. Bitzer, St. Louis, Mo. Principals include partners **Joseph E. McNaughton** (64%), 31% owner of **WRMN Elgin, Ill.,** 60% owner of **WCRA Effingham, Ill.,** 49% owner of **KXGI Fort Madison, Iowa; William D. McNaughton** (23%), 19% owner of WRMN and 28% owner of KXGI, and **F. F. McNaughton** (13%), 19% owner of WCRA. Filed June 26.

PETITION

Mount Airy, N. C.—Paul E. Johnson petitions FCC to amend Sec. 3.606 (b) of Commission's Rules by issuance of rule-making for allocation of ch. 8 to Mount Airy and deletion of ch. 55 from Mount Airy. Petitioner also requests amendment of Secs. 3.610 and 3.614 of Rules so as to permit operation of station on ch. 8 at Mount Airy. Filed June 22.

PETITIONS DISMISSED

WANE-TV Fort Wayne, Ind.—Petition seeking amendment of Sec. 3.606 of Rules by changing educational reservation in Fort Wayne from ch. 27 to 69 and also requesting that order to show cause be issued against Radio Fort Wayne Inc., requiring change in operating assignment of WANE-TV from ch. 69 to 27, dismissed at request of petitioner. Action June 22.

KOTA-TV Rapid City, S. D.—Petition seeking amendment of Sec. 3.606(b) of Rules to provide for reallocation of ch. 3 from Miles City, Mont., to Glendive, Mont., or, in alternative, to delete ch. 3 from Miles City, dismissed at request of petitioner.

Existing Tv Stations . . .

ACTIONS BY FCC

KKTV (TV) Colorado Springs, Colo.—Granted mod. of cp to increase ERP to 115 kw vis., 58.9 kw aur., change studio location, and waived rule to permit installation of DA. Granted June 20.

WESH-TV Daytona Beach, Fla.—FCC designated for hearing to consist of oral argument application to transfer control of WESH-TV from **W. Wright Esch, Adelaide B. Esch** and **Louis Ossinsky** to WCOA Inc. **(WCOA Pensacola)**; made **Theodore Granik** and **William H. Cook**, who protested April 25 grant of application without hearing, parties to proceeding bearing burden of proceeding with introduction of evidence and burden of proof; denied protestants' request for withdrawal of May 29 STA issued WESH-TV. Action June 20.

KLSE (TV) Monroe, La.—Granted STA to operate on ch. 13 for period ending June 27. Granted June 20.

WCDA (TV) Albany, N. Y.—Application seeking mod. of cp to change ERP cancelled at request of attorney. Action June 25.

WKNO-TV Memphis, Tenn.—Granted STA to operate on ch. 10 for period ending July 23. Granted June 18.

WFRV-TV Green Bay, Wis.—Granted mod. of cp to change studio location to northwest corner of Roosevelt and Mason Sts., Green Bay. Granted June 18.

WISC-TV Madison, Wis.—Granted STA to operate commercially on ch. 3 for period ending Aug. 7. Granted June 20.

CALL LETTERS ASSIGNED

KOTI (TV) Klamath Falls, Ore.—California-Oregon Television Inc., ch. 2. Changed from KFJI-TV.

APPLICATIONS

KHTV (TV) Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv) to change studio location to 241 Main Ave., West Twin Falls, and change ERP to 50 kw vis., 25 kw aur. Filed June 21.

WTVW (TV) Evansville, Ind.—Seeks mod. of cp (which authorized new tv) to change studio location to 405 Carpenter St., Evansville, and make other equipment changes. Filed June 25.

WHUM-TV Reading, Pa.—Seeks mod. of cp (which authorized new tv) to maintain main studios at trans. location; change ERP to 214 kw vis., 107 kw aur.; maintain DA system authorized in current STA, and make other equipment changes. Filed June 21.

KTBC-TV Austin, Tex.—Seeks mod. of cp to change trans. location to 4 miles northwest of Texas State Capitol near Austin; change ERP to 316 kw vis., 158 kw aur.; change to non-DA, and make other equipment changes. Filed June 25.

KVOS-TV Bellingham, Wash.—Seeks mod. of cp (which authorized new tv) to change ERP to 224 kw vis., 112 kw aur., and make other equipment changes. Filed June 21.

New Am Stations . . .

ACTIONS BY FCC

Eureka, Calif.—W. A. Hansen granted 790 kc, 5 kw D. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $28,588.17, first year operating cost $48,000, revenue $60,000. Mr. Hansen owns 33.3% of **KBOY Medford, Ore.**, and 33.3% of **KLAD Klamath Falls, Ore.** Granted June 20.

Palm Springs, Calif.—George E. Cameron Jr. granted 930 kc, 500 w D. Post office address 1432 Beverly Estates Dr., Beverly Hills, Calif. Estimated construction cost $20,343, first year operating cost $60,000, revenue $50,000. Mr. Cameron is 40% owner of Palm Springs, Calif., newspaper, former 70% owner of **KOTV (TV) Tulsa Okla.**, and is director of Hartford Telecasting Co., applicant for ch. 3, Hartford, Conn. Granted June 20.

Jerome, Idaho—Northside Broadcasters Inc. granted 1400 kc, 250 w unl. Post office address 128 W. Main St.., Jerome. Estimated construction cost $11,194, first year operating cost $32,000, revenue $38,000. Principals are Pres. **Karl Metzenberg** (33.3%), continuity director, **KUMA Pendleton, Ore.**; Vice Pres.-Gen. Manager-Chmn. of Board **Herbert Everitt** (33.3%), KUMA sales manager; Secy. **Tom Prescott** (16.6%), real estate; and Treas. **Charles L'Herrison** (16.6%), furniture and real estate interests. Granted June 20.

Milford, Mass.—James W. Miller granted 1490 kc, 100 w unl. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $13,000, first year operating cost $40,000, revenue $50,000, Mr. Miller is pres.-50% owner **WESO Southbridge Mass.**, and pres.-treas. of The Tele-Pool Corp., radio-tv advertising agency. Granted June 20.

Austin, Minn.—George A. Hormel III's application seeking cp for new am to be operated on 1220 kc, 500 w D, returned. (Dated wrong.) Action June 25.

Columbia, Tenn.—Columbia-Mt. Pleasant & Spring Hill Radio Corp. granted 1280 kc, 1 kw D. Post office address % Salisbury & Wall, 1624 Eye St. N. W., Washington. Estimated construction cost $20,831, first year operating cost $30,000, revenue $36,000. Principals include Pres. **Claude H. Turner** (33⅓%), manufacturer of church furniture; Vice Pres. **H. F. McKee** (33⅓%), retail merchant; and Sec.-Treas. **Jack G. Dunn** (33⅓%), minister. Granted June 20.

Grafton, W. Va.—WVVW Inc.'s application seeking cp for new am to be operated on 1260 kc, 500 w D, returned. (Dated wrong.) Action June 21.

APPLICATIONS

Bay Minette, Ala.—Southwest Alabama Bcstg. Co., 1150 kc, 1 kw D. Post office address % Howard E. Pill, P. O. Box 447, Montgomery, Ala. Estimated construction cost $18,950, first year operating cost $36,000, revenue $48,000. Principals include **James H. Faulkner** (25%), 50% owner of Southwest Alabama Pub. Co. (*Monroe Journal*, Monroeville, and *Baldwin Times*, Bay Minette), and 50% owner **WMFC Monroeville; William M. Stewart** (25%), 50% owner of Southwest Alabama Pub. Co. and WMFC; and **Howard E. Pill** (42.5%), 35% owner of **WDAK Columbus, Ga.**, 25% owner of **WDAK-TV**, and 60% owner of **WHEP Foley, Ala.** Filed June 21.

Miami, Fla.—Frieda Bcstg. Corp., 1260 kc, 5 kw D. Post office address % Keith Moyer, 1025 W. Market St., Taylorville, Ill. Estimated construction cost $31,000, first year operating cost $48,000, revenue $56,000. Principals include **Keith Moyer** (70%), 55% owner of **WTIM Taylorville, Ill.**, 55% of **WBBA Pittsfield, Ill.**, and 51% of **WTAY Robinson, Ill.; Frieda Moyer** (5%), and **Roger L. Moyer** (25%), 39.3% owner of WTAY. Filed June 21.

Tampa, Fla.—Robert W. Rounsaville, 1010 kc, 10 kw D. Post office address 3165 Mathieson Dr., N. E., Atlanta, Ga. Estimated construction cost $34,446.65, first year operating cost $60,000, revenue $85,000. Mr. Rounsaville owns **WQXI** and **WATL-TV Atlanta, Ga., WQXL-TV Louisville, Ky., WOBS Jacksonville, Fla., WMBM Miami Beach, Fla.**, and **WLOU Louisville, Ky.** Filed June 21.

Dublin, Ga.—Radio South Inc., 1230 kc, 250 w D. Post office address P. O. Box 8145, Tampa 4, Fla. Estimated construction cost $10,894, first year operating cost $36,000, revenue $48,000. Principals include Pres. **Emerson W. Browne** (25%), owner of **WSFB Quitman, Ga.**, and **WRMB Kissimmee, Fla.**, 33% owner of **WCLB Camilla, Ga.; John A. Bolings** (50%), former owner of **WQIK Jacksonville, Fla.**, and **Sarah A. Browne** (25%). Filed June 21.

Claremore, Okla.—Lakes Area Bcstg. Co., 1270 kc, 500 w D. Post office address 5th and S. Mill Sts., Pryor, Okla. Estimated construction cost $13,180, first year operating cost $1,800, revenue $23,000. **L. L. Gaffaney** is sole owner. Lakes Area operates **KOLS Pryor, Okla.** Filed June 25.

Newport News, Va.—Selgam Bcstg. Corp., 1270 kc, 1 kw D. Post office address 222 Citizens Bank Bldg., Norfolk, Va. Estimated construction cost $17,905, first year operating cost $75,000, revenue $85,000. Principals include **Jack Siegel** (25%); **Robert E. Wasdon** (25%), and **Emil J. Arnold** (50%). Filed June 21.

Triangle, Va.—O. K. Bcstg. Corp., 1460 kc, 500 w D. Post office address P. O. Box 386, Fairfax, Va. Estimated construction cost $14,300, first year operating cost $32,000, revenue $48,000. O. K. operates **WFCR Fairfax, Va.** Principals are Pres. **George Oleson** and wife (50%), and Vice Pres. **Arthur Kellar** and wife (50%). Filed June 21.

APPLICATIONS AMENDED

Pine Bluff, Ark.—Radio Pine Bluff's application seeking cp for new am to be operated on 1590 kc, 1 kw D,, amended to change ant.-trans. location to just north of city limits, 250 ft. east of U. S. 79, Pine Bluff, and specify remote control point same as studio location. Amended June 25.

Redding, Calif.—Independent Broadcasters' application seeking cp for new am to be operated on 950 kc, 1 kw D, amended to change name of applicant to C. E. Wilson and P. D. Jackson d/b as Independent Broadcasters. Amended June 21.

Bradenton, Fla.—Gulf Isles Bcstg. Co.'s application seeking cp for new am to be operated on 1420 kc, 500 w D, amended to make changes in DA pattern. Amended June 25.

Gresham, Ore.—John Truhan's application seeking cp for new am to be operated on 1380 kc, 500 w D, amended to change frequency to 860 kc; change power to 1 kw; make changes in ant., and change ground system. Amended June 21.

Manchester, Tenn.—Manchester Broadcasters' application seeking cp for new am to be operated on 1280 kc, 1 kw D, amended to change frequency to 1580 kc. Amended June 21.

Prosser, Wash.—Prosser-Grandview Broadcasters Inc.'s application seeking cp for new am to be operated on 1310 kc, 1 kw D, amended to change ant.-trans. and studio location to .5 miles northwest of Johnson Rd., on Hwy. #410, 3 miles northwest of Prosser. Amended June 21.

Kenmore, Wash.—Jane A. Roberts' application seeking cp for new am to be operated on 1330 kc, 1 kw D, amended to install DA-D. Amended June 2.

Existing Am Stations . . .

ACTIONS BY FCC

WHRT Hartselle, Ala.—Granted mod. of cp to specify ant.-trans. and studio location and make changes in ant. system. Granted June 22.

KBTA Batesville, Ark.—Granted permission to operate from 6 a.m. to 8 p.m., except when broadcasting special events. Granted June 20.

KDQN DeQueen, Ark.—Granted mod. of cp to change studio location and remote control point to 1925 S. 4th St. Granted June 19.

KREX Grand Junction, Colo.—FCC waived Sec. 3.24(b)(7) of blanketing rules and granted cp to increase D power from 1 to 5 kw. Action June 20.

WPGA West Point, Ga.—Designated for hearing on application seeking mod. of cp to change ant.-trans. and studio location to .35 miles north of city. **WRLD Lanett, Ala.-West Point,** made party to proceeding. Action June 20.

WCMR Elkhart, Ind.—Granted mod. of cp to make change in ant. and ground system. Granted June 19.

KFCQ Boone, Iowa—Granted permission to remain silent July 4 and Labor Day. Granted June 22.

KDEC Decorah, Iowa—Granted permission to sign off at 7 p.m. Monday through Saturday beginning July 1, except for special events. Granted June 20.

KUZN West Monroe, La.—Granted mod. of cp to change studio location and operate trans. by remote control from 218½ Trenton St. Granted June 22.

KDEX Dexter, Mo.—Granted permission to sign off at 6 p.m. through Sept. Action June 19.

WENE Endicott, N. Y.—Granted change from DA-1 to DA-N. Granted June 20.

WDOS Oneonta, N. Y.—Granted change of facilities from 1400 kc, 250 w unl., to 730 kc, 500 w. D. Granted June 20.

WKBC North Wilkesboro, N. C.—Granted cp to change ant.-trans. location and make changes in ant. and ground system. Granted June 22.

WALT Conway, S. C.—Granted change of facilities from 1490 kc, 250 w unl., to 1330 kc, 1 kw D. Granted June 20.

KHEM Big Spring, Tex.—Granted mod. of cp to change studio location to Settles Hotel, 200 E. 3rd St., and operate trans. by remote control from same location. Granted June 19.

WLIN Merrill, Wis.—Granted mod. of license to change studio location to U. S. Hwy #51 and Hwy. 317, north of Merrill. Granted June 18.

CALL LETTERS ASSIGNED

KVNA Flagstaff, Ariz.—The Frontier Television Co., 690 kc, 1 kw. Changed from KGPH.

WSGA Savannah, Ga.—Coastal Bcstg. Inc., 1400 kc, 250 w. Changed from WDAR.

WMPY Salisbury, Md.—Hoyt C. Murphy, 1470 kc, 5 kw.

WMAB Munising, Mich.—Munising-Alger Bcstg. Co., 1400 kc, 250 w.

KBMO Benson, Minn.—West Central Minnesota Bcstg. Co., 1290 kc, 500 w.

WFLR Dundee, N. Y.—Finger Lakes Bcstg. Co., 1570 kc, 1 kw.

WALY Herkimer, N. Y.—Radio Herkimer.

KGAY Salem, Ore.—KGAE Inc., 1430 kc, 1 kw. Changed from KGAE.

WAGE Leesburg, Va.—Richard Field Lewis Jr., 1290 kc, 1 kw.

APPLICATIONS

WICC Bridgeport, Conn.—Seeks cp to increase power from 500 w N, 1 kw D, to 1 kw N, 5 kw D, and change from DA-1 to DA-2. Filed June 21.

WWPF Palatka, Fla.—Seeks cp to increase D power from 500 w to 1 kw. Filed June 25.

WHBO Tampa, Fla.—Seeks cp to increase power from 250 w to 1 kw. Filed June 21.

WPNX Columbus, Ga.—Seeks cp to increase D power from 1 kw to 5 kw. Filed June 25.

WBEE Harvey, Ill.—Seeks mod. of cp (which authorized increase in power and installation of

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Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

DA) to make changes in DA pattern. Filed June 25.

WORC Worcester, Mass.—Seeks mod. of cp (which authorized increase in D power) to make changes in DA-N. Filed June 25.

KATZ St. Louis, Mo.—Seeks cp to increase power from 1 kw to 5 kw and change from DA-N to DA-2. Filed June 21.

KFGT Fremont, Neb.—Seeks mod. of license to change hours of operation from unl. to specified hours—6:00 a.m. to 6:30 p.m. Filed June 21.

Wilmington, N. C.—(Call letters unassigned.) **East Coast Radio Co.** seeks mod. of cp (which authorized new am) to change frequency from 790 kc to 980 kc and increase power from 500 w to 5 kw. Filed June 21.

KILO Grand Forks, N. D.—Seeks cp to change hours of operation from specified hours to unl. Filed June 21.

WYSR Franklin, Va.—Seeks mod. of cp to change frequency from 1570 kc to 1430 kc and increase power from 250 w to 1 kw. Filed June 25.

APPLICATIONS AMENDED

KDAY Santa Monica, Calif.—Application seeking cp to increase power from 10 kw to 50 kw and install DA-D, amended to make changes in ant. and ground system. Amended June 21.

WBHS Fitzgerald, Ga.—Application seeking cp to change frequency from 1240 kc to 1380 kc, increase power from 250 w to 5 kw, and change hours of operation from unl. to D, amended to change ant.-trans. location to about 1.1 miles south of city limits on U. S. #129, and operate trans. by remote control from studio location. Amended June 25.

WISK St. Paul, Minn.—Application seeking cp to install DA-D and change station location from South St. Paul to St. Paul, amended to change frequency from 1590 kc to 630 kc; change power from 5 kw to 1 kw; change ant.-trans. location to .30 mile south of U. S. Hwy. #12, 3.5 miles east of St. Paul; make changes in DA system, and change ground system. Amended June 21.

New Fm Stations . . .

ACTIONS BY FCC

Storrs, Conn.—Board of Trustees of U. of Conn. granted 90.5 mc, 10 w. Post office address U. of Conn., Storrs. Estimated construction cost $1,600, first year operating cost $4,000. Station is to be non-commercial educational operation. Granted June 20.

Evansville, Ind.—School City of Evansville granted 91.1 mc., 4.5 kw. Post office address 200 N. W. Seventh St., Evansville 8. Estimated construction cost $13,140, first year operating cost $1,300. Station is for non-commercial educational purposes. Granted June 20.

Royal Oak, Mich.—The School District of Royal Oak granted 89.3 mc. Post office address % James L. Mead, 709 N. Washington, Royal Oak. Estimated construction cost $4,200, first year operating cost $800. Station is for non-commercial educational purposes. Granted June 20.

APPLICATIONS

Williamstown, Mass.—The President and Trustees of Williams College, 90.1 mc., .01 kw. Post office address Williamstown. Estimated construction cost $3,302, first year operating cost $2,175. Station is for non-commercial educational purposes. Filed June 25.

Philadelphia, Pa.—The Trustees of the U. of Pa., 91.3 mc., .014 kw. Post office address % Gene D. Gisburne, Philadelphia 4. Estimated construction cost $2,095, first year operating cost $2,000. Station is for noncommercial educational purposes. Filed June 21.

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Existing FM Stations . . .

ACTIONS BY FCC

WBOW-FM Terre Haute, Ind.—Granted request to cancel license of fm station and delete call letters. Granted June 19.

KFCQ (FM) Boone, Iowa—Granted permission to remain silent July 4 and Labor Day. Granted June 22.

APPLICATIONS

WBSE-FM Hillsdale, Mich.—Seeks mod. of cp (which authorized new fm) to change ERP to .74 kw. Filed June 25.

WMUB (FM) Oxford, Ohio—Seeks cp to replace expired cp which authorized changes in licensed station. Filed June 25.

WKNA-FM Charleston, W. Va.—Seeks mod. of license to change studio location from 804 Kanawha Blvd., Charleston, to Garfield Ave., Bownemont, W. Va. Filed June 25.

Ownership Changes . . .

ACTIONS BY FCC

WNHC-AM-FM-TV New Haven, Conn.—Granted transfer of control to Triangle Publications Inc., Radio & Tv Div., for $5.4 million. Triangle's Radio and Tv Division is licensee of **WFIL-AM-FM-TV Philadelphia, Pa., WNBF-AM-FM-TV Binghamton, N. Y.,** and **WFBG-AM-TV Altoona,, Pa.** Granted June 20.

KGIL San Fernando, Calif.—Granted transfer of control to Pierce Brooks Bcstg. Corp. for $475,000. Principal is sole owner **Pierce P. Brooks,** insurance and real estate interests. Granted June 20.

WCMI-AM-FM Ashland, Ky.—Granted transfer of control to Edwina Bcstg. Corp. for $165,000. Sole owner is Pres. **George H. Clinton,** stockholder of **WPAR-AM-FM Parkersburg, W. Va., WBLK Clarksburg, W. Va.,** and **WTMA-AM-FM Charleston, S. C.** Granted June 20.

WHLN Harlan, Ky.—Granted assignment of license to Radio Harlan Inc. Corporate change. **J. Francke Fox Jr.** will be sole owner. Granted June 20.

WTCW Whitesburg, Ky.—Granted assignment of license to Folkways Bcstg. Inc. for $85,000. Principals are Pres. **William R. McDaniel** (39.92%), Vice Pres. **Ernest Tubb** (39.92%), and **Hank Snow** (19.96%), all associated with **WSM Nashville.** Granted June 20.

WAAB Worcester, Mass.—Granted assignment of license to Waterman Bcstg. Corp. for $163,000. Principals are Pres. **Bernard E. Waterman** (90%), sports director at **WMAY Springfield, Ill.**; and **Edith B. Waterman** (10%). Granted June 20.

WAMM Flint, Mich.—Granted transfer of control to **Richard S. Carter** for $2,083. Transfer is for 25% from **Ernest L. Durham.** Mr. Carter will hold 50% and other partners **Albert Binder** and **Harry J. Binder** will continue to hold 25% each. Granted June 20.

WSUH Oxford, Miss.—Granted assignment of license to Colonel Rebel Radio for $36,500. Principals are **C. H. Quick** (90%), gen. manager of Ole Miss Bcstg. Co., and **A. B. Quick** (10%), beauty salon owner. Granted June 20.

WKBS Mineola, N. Y.—Granted assignment of license to Keynote Bcstg. System Inc. for $116,500. Sole owner is **Seymour Weintraub,** film distribution and production interests pres.-23.53% stockholder of **United Television Inc.** Granted June 20.

KFGT Fremont, Neb.—Granted assignment of license to Snyder Enterprises for $36,000. Principals are equal partners **H. C. Snyder,** radio-tv sales and repair interests and **Leroy Snyder,** automobile parts interests. Granted June 20.

KLYN Amarillo, Tex.—Granted assignment of license to **Kenyon Brown** for $20,000 plus five-year lease on land and buildings at $500 a month. Mr. Brown is owner of **KWFT Wichita Falls, Tex.,** 20% owner of **KGLC Miami, Okla.,** 49% owner of **KBYE Oklahoma City, Okla.,** pres.-25% owner of **KFEQ-AM-TV St. Joseph, Mo.,** and holds 50% partnership interest in **KANS Wichita, Kan.** Granted June 20.

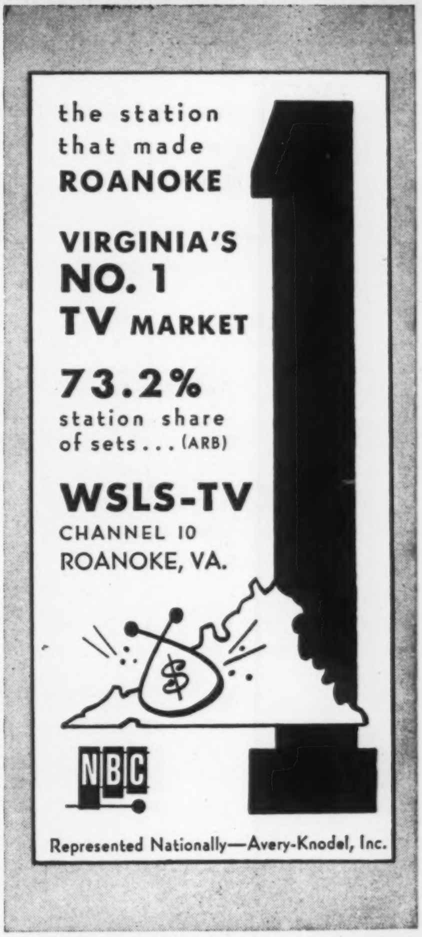
WNVA Norton, Va.—Granted assignment of license to Radio Wise Inc. Principals are Pres. **R. B. Helms** (76.5%), 50% owner of **WBLU Salem, Va.,** and 25% owner of **WCLE Cleveland, Tenn.**; Vice Pres. **Jack T. Helms (12.5%),** 25% owner of WBLU, and 25% owner of WCLE; and Secy.-Treas. **O. R. Galliher Jr.** (11%). Granted June 20.

KITN Olympia, Wash.—Granted assignment of cp to KITN Inc. Corporate change. Granted June 20.

WHTN-AM-FM-TV Huntington, W. Va.—Granted assignment of license to Cowles Bcstg. Co. for $535,000 plus assumption of $100,000 debt. Cowles is 60% owner of **KRNT-TV Des Moines, Iowa,** is licensee of **WNAX Yankton, S. D.,** and is permittee of **KRNT Des Moines,** and **KVTV Sioux City, Iowa.** Granted June 20.

APPLICATIONS

WFHK Pell City, Ala.—Seeks assignment of license to St. Clair Bcstg. System for $15,000. Principals are co-owners **John H. Haynes** (25.33%), engineer at **WMLS Sylacauga, Ala.; Glinn Pruitt**



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(15.3%); **Fred Lamar Kelley** (25.33%); **Fate L. Gossett** (22%), and **Fred C. Barber** (12%). Filed June 21.

KEAR San Francisco, Calif.—Seeks assignment of license to Mid-America Broadcasters Inc. for $500,000. Mid-America principal is Pres. **David M. Segal** (90.2%). Mid-America stations are **KOSF Denver, Colo.,** and **WGVM Greenville, Miss.** Filed June 26.

KSFO San Francisco, Calif.—Seeks assignment of license to KMPC, The Station of the Stars, for $951,333 in cash and assumption of liabilities. Principals are **Gene Autry** and **Robert O. Reynolds,** owners of **KMPC Los Angeles.** Mr. Autry is also majority stockholder in **KOOL-AM-TV Phoenix, Ariz.,** and is part owner of **KOPO-AM-TV Tucson.** Filed June 21.

KVVG-TV Tulare, Calif.—Seeks acquisition of positive control of permittee corporation by **James Stacy** through purchase of 100% of stock from M. B. Scott Inc. and **Joseph J. Justman** for $5,000. Mr. Stacy is motion picture producer. Filed June 26.

KLOV Loveland, Colo.—Seeks assignment of license to Vogel and Smock for $10,000. Principals are partners **William R. Vogel** (60%), salesman at **WTAD Quincy, Ill.;** and **Monroe T. Smock** (40%), Filed June 21.

KUBC Montrose, Colo.—Seeks acquisition of positive control of licensee corporation by **George O. Cory** and **Wanda Lucille Cory** through purchase of stock from **Steward C. Lee** and **Eva C. Lee** for $15,420. The Corys will now be sole owners of station. Filed June 21.

WTOP-AM-FM-TV Washington, D. C.—Seeks voluntary assignment of license to The Washington Post Co. Corporate change. Filed June 21.

WWPB Miami, Fla.—Seeks assignment of license to WSKP Inc. for $160,000. Sole owner of WSKP Inc. is Ohio Music Corp. Principals are Pres. **William O'Neil,** 75% owner of Ohio Music Corp.; and Vice Pres. **J. W. Lemmon,** 25% owner of Ohio Music Corp. Filed June 21.

KWLT Lebanon, Mo.—Seeks voluntary acquisition of negative control of licensee corp. by **O. R. Wright** through purchase of stock from **Frances R. Fields.** Mr. Wright, general mgr.-33.3% owner of Lebanon Publishing Co., will hold 50% interest. Filed June 21.

KLAS-TV Las Vegas, Nev.—Seeks voluntary acquisition of affirmative control of permittee corp. by **Herman M. Greenspun.** Mr. Greenspun will hold 67.52%. Filed June 21.

KSHO-TV Las Vegas, Nev.—Seeks assignment of cp to C&Z. Sole owner **Mortiz Zenoff** is going into partnership with **Wilbur Clark,** owner of Desert Inn, who is buying 50% interest. Mr. Zenoff also owns **KBMI Henderson, Nev.** Filed June 21.

WMTR Morristown, N. J.—Seeks involuntary transfer of control to **George S. Croy, Kenneth A. Croy** and **Horace C. Jeffers,** executors and trustees U/W James R. Croy, deceased, formerly 25% owner of station. Filed June 21.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y.—Seeks assignment of license to Transcontinent Television Corp. Application is filed for purpose of having Stromberg-Carlson authorizations assigned to Transcontinent upon consummation of transfer from General Dynamics. Assignment will permit Transcontinent to be direct licensee and,by eliminating wholly-owned subsidiary, will result in simplified corporate organization. Filed June 21.

WHUM-AM-TV Reading, Pa.—Seeks transfer of 61% interest from **Paul A. Plickinger** et/al to **Jessie P. Greig** et/al as voting trustees. Filed June 25.

WICE Providence, R. I.—Seeks assignment of license to Providence Radio Inc. for $60,000. Principal is Akron Bcstg. Corp. (80%), which operates **WCUE Akron, Ohio.** Filed June 21.

WPAL Charleston, S. C.—Seeks assignment of license to Speidel-Fisher Bcstg. Corp. of Charleston for $111,000. Principals are equal owners **Albert T. Fisher Jr.** and **Joe Speidel III.** Speidel-Fisher owns and operates **WOIC Columbia, S. C.,** and owns 75% of **WQOK Greenville, S. C.** Filed June 21.

WDXB Chattanooga, Tenn.—Seeks assignment of license to French Inc. for $100,000. Principals are **Carlin S. French** (90%), 22% owner of H-R Representatives Inc., 33.3% owner of **WATO Oak Ridge, Tenn.,** and 10% owner of **WLAF Lafollette, Tenn.,** and **Stephen C. French** (10%), manager of **WNOE New Orleans.** Filed June 21.

WKTF Warrenton, Va.—Seeks assignment of cp to WKTF Inc. Station is being assigned by **Oliver M.** and **Martha Rountree Presbrey** as partners of Old Dominion Bcstg. Co. in consideration of issuance to them of 20 shares each of common voting stock of WKTF Inc., together with agreement of Northern Va. Broadcasters Inc., which will hold 50% interest, that it will loan up to $15,000 to WKTF Inc. for construction and operation of station. Principals include **Martha Rountree Presbrey** (25%), 100% owner of Rountree-Presbrey Productions Inc.; **Oliver M. Presbrey** (25%), and Northern Virginia Broadcasters Inc. (50%). Northern Va. operates **WARL-AM-FM Arlington, Va.,** and is owned by **Cy Blumenthal.** Filed June 21.

KTEL Walla Walla, Wash.—Seeks acquisition of control of licensee corporation by **Jack Keating** through purchase of 60% interest from **Harold C.** and **Estelle F. Singleton** for $53,900. Mr. Keating will be sold owner. Filed June 25.

Hearing Cases . . .

OTHER ACTIONS

Palatka, Fla.—FCC ordered that initial decision which looked toward grant of application of Raymac Inc. for new am to be operated on 800 kc, 1 kw D, in Palatka, shall not become final, pending further review by FCC. Granted June 21.

WWBZ Vineland, N. J.—FCC granted petition by Community Bcstg. Service Inc. for authority to continue temporary operation of **WWBZ** for period of 60 days from and after action (1) by FCC on WWBZ petition to vacate and set aside Commission Nov. 28, 1955, decision denying renewal application, and to reopen record, or (2) by U. S. Court of Appeals on WWBZ appeal, whichever is later. Action June 21.

Routine Roundup . . .

June 21 Decisions

Broadcast Actions
By the Commission

Actions of June 20

Following were granted renewal of licenses on regular basis: **WMIN St. Paul, Minn.; WPBC Minneapolis, Minn.; KFSC Denver, Colo.**

June 21 Applications

Accepted for Filing
License to Cover Cp

WCUM Cumberland, Md.—Seeks license to cover cp which authorized change in ant.-trans. and studio locations.

WCED DuBois, Pa.—Seeks license to cover cp which authorized change in frequency; increase in power; installation of DA-2, and change in trans. location.

WEAT-TV West Palm Beach, Fla.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KDIS The Dalles, Ore.—Seeks mod. of cp (which authorized new am) for extension of completion date.

Renewal of Licenses

KITE-FM San Antonio, Tex.; WNYE (FM) Brooklyn, N. Y.

Renewal of License Returned

KFCA Phoenix, Ariz. (Improperly dated.)

June 22 Decisions

ACTIONS ON MOTIONS
By Chief Hearing Examiner
James D. Cunningham

Hearings—Ordered that hearings will commence on dates shown in following am matters. South Dade Bcstg. Co., J. M. Pace and Redland Bcstg. Co., Homestead, Fla., on Sept. 11; Paul A. Brandt, West Branch, Mich., and Livingston Bcstg. Co., Howell, Mich., on Sept. 12; Claremore Bcstg. Co., Claremore, Okla.; WGLI Inc., Babylon, N. Y., both on Sept. 13. Action June 20.

Princess Anne Bcstg. Corp., Virginia Beach, Va.—Granted petition for dismissal without prejudice of its am application. Action June 21.

By Hearing Examiners
James D. Cunningham and H. Gifford Irion

KSTN Stockton, Calif.—Granted petition to extent that it requests continuance of hearing re its am application; on Hearing Examiner's own motion, ordered that hearing is continued to date which will be specified by subsequent order. Action June 20.

By Hearing Examiner Elizabeth C. Smith

WEBB Baltimore, Md.—Ordered that prehearing conference will be held at 2 p.m., June 29, re am application of WEBB.

Terra Haute; Salem, Ind.—Ordered that prehearing conference will be held June 26, re am applications of Citizens Bcstg. Co., Terre Haute, and Salem Bcstg. Co., Salem. Action June 20.

By Hearing Examiner Herbert Sharfman

WTAO Cambridge, Mass.—On oral request of counsel for Broadcast Bureau and without objection by other parties, ordered that prehearing conference now scheduled for June 21 is continued to June 25, re am applications of WTAO. Action June 20.

By Hearing Examiner Hugh B. Hutchison

Pateros-Brewster Tv Assn., Brewster Wash.—Granted motion for extension of time from June 25 to July 14 to file proposed findings of fact and conclusions in matter of cease and desist order to be directed against Pateros-Brewster. Action June 20.

By Hearing Examiner Basil P. Cooper

WCHS-TV Charleston, W. Va.—Granted petition to reschedule hearing now scheduled for July 16 re its application for mod. of cp; hearing is rescheduled and will begin July 11. Action June 20.

June 25 Applications

Accepted for Filing
Modification of Cp

WNYC-FM New York, N. Y.—Seeks mod. of cp (which replaced expired cp, which authorized changes in licensed station) for extension of completion date.

WJLN-TV Birmingham, Ala.—Seeks mod. of cp for extension of completion date.

KTRB-TV Modesto, Calif.—Seeks mod. of cp for extension of completion date.

WSTF (TV) Stanford, Conn.—Seeks mod. of cp for extension of completion date.

WQIK-TV Jacksonville, Fla.—Seeks mod. of cp for extension of completion date.

WEAL-TV Orlando, Fla.—Seeks mod. of cp for extension of completion date.

WPTV (TV) Ashland, Ky.—Seeks mod. of cp for extension of completion date.

WPFA-TV Pensacola, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WFTV (TV) Duluth, Minn.—Seeks mod. of cp for extension of completion date.

KINY-TV Anchorage, Alaska—Seeks mod. of cp for extension of completion date.

KCOA (TV) Corona, Calif.—Seeks mod. of cp for extension of completion date.

WALB-TV Albany, Ga.—Seeks mod. of cp for extension of completion date.

WHFC-TV Chicago, Ill.—Seeks mod. of cp for extension of completion date.

WTRI (TV) Albany, N. Y.—Seeks mod. of cp for extension of completion date.

WINR-TV Binghamton, N. Y.—Seeks mod. of cp for extension of completion date.

WTLF (TV) Baltimore, Md.—Seeks mod. of cp for extension of completion date.

WMCN (TV) Grand Rapids, Mich.—Seeks mod. of cp for extension of completion date.

WHCU-TV Ithaca, N. Y.—Seeks mod. of cp for extension of completion date.

WTVX (TV) Gastonia, N. C.—Seeks mod. of cp for extension of completion date.

WHK-TV Cleveland, Ohio—Seeks mod. of cp for extension of completion date.

WTVG (TV) Mansfield, Ohio—Seeks mod. of cp for extension of completion date.

WKDN-TV Camden, N. J.—Seeks mod. of cp for extension of completion date.

WPTR-TV Albany, N. Y.—Seeks mod. of cp for extension of completion date.

WCBF-TV Rochester, N. Y.—Seeks mod. of cp for extension of completion date.

WAZL-TV Hazelton, Pa.—Seeks mod. of cp for extension of completion date.

WBNY-FM Buffalo, N. Y.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

(Continues on page 108)

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RADIO

Help Wanted

Managerial

Manager-sales manager . . . successful small market 1 kw daytimer needs your services. This is just the opportunity some young broadcaster has been looking for. Tell us why you're the man for the job and what you'll cost us. Box 910G, B•T.

We have an outstanding opportunity and situation to offer a capable sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Detroit area. Box 944G, B•T.

Sales manager—five figure earnings and exceptional future for a "front-line" sales manager (who can sell, hire and inspire) with major in New England. Write full please. Box 945G, B•T.

Sales manager: If you can sell radio, why work for salary and commission alone? Acquire ownership through your efforts, too. We have it for you. Box 976G, B•T.

Assistant manager-program director. Top Hooper station Capital City—Jackson, Mississippi. Race programming. Executive position open immediately for ambitious, imaginative, intelligent young man 24-32 who wants to move up to manager with rapidly expanding organization. No clock-watchers. Best salaries in state. Southerner preferred. Send complete resume, photo, and references first letter or application will not be considered. John McLendon, WOKJ, Box 2667, Jackson, Miss.

Salesmen

Salesman who can sell. Box 850G, B•T.

Experienced salesman capable of becoming commercial manager successful small market operation . . . able to make good written sales presentation and brochures . . . state related abilities. Forward complete details with photo and references. Salary $100.00 weekly minimum guaranteed. Box 905G, B•T.

Chicagoland's fastest growing station desires contact with mature, experienced salesman who can show proven record and who wants stability and high income potential. Please give all information in first letter. Box 954G, B•T.

Need experienced salesman, versatile all phases 250 watt indie, southwest. Excellent opportunity. Box 978G, B•T.

Immediate opening radio salesman in 5000 watt San Joaquin Valley independent. $380 guarantee. Commission. Send photo, sales, and radio experience first letter. KCHJ, P.O. Box 262, Delano, California.

Wanted—reliable live wire ,experienced, aggressive radio salesman, good future for right man. KCMC-Radio, Texarkana, Tex.-Ark.

Very good opportunity and plan for steady, solid salesman with limited announcing. Adequate guarantee. KHBG, Okmulgee, Okla.

RADIO

Help Wanted—(Cont'd)

Salesmen

Experienced salesman. Attractive offer to right man. 1000 watt fulltime independent. Contact Manager, KOKX, Keokuk, Iowa.

Expanding our facilities. Need experienced radio time salesman, excellent area station. Our staff knows about this. WESO, Southbridge, Mass.

Expanding Indiana independent has good opportunity for experienced salesman. If you are content with just average earnings, this isn't for you. If you want to build your income along with growing business in this station, located in the fastest growing market in Indiana. Send complete resume and photo to Ken Kilmer, WMRI, Marion, Indiana.

Wanted: Experienced salesman! Good salary plus incentive pay and car expense. Contact Don Wirth, WNAM, Neenah, Wisconsin.

1st class engineer who needs practically no maintenance, with experience as an announcer (good voice a necessity), who will only be scheduled 3 or 4 hours a day on announcer duty, operating own control panel, and be expected to devote half day to selling. Starting salary $75 to $90 weekly plus 15% commission on sales. Radio Station WRNY, Rochester, N. Y.

Salesman's dream! Build your way because we believe your success is ours. Definite salary. No draw or backlogs. (You never owe us anything). Plus commissions or billing bonuses for billing over $2,000 a month. Up to 25% commission for all over $3,600 billing a month. Plus bonuses on every order or contract turned in, up to $75 bonus per sale. Plus vacation bonus up to $250. Plus profit sharing bonus up to $1,000 or more. Good producer in first year should net many hundreds over salary; Second year many thousands. Tell us about yourself when you write for "Salesman Plan" to one of America's most successful independent stations . . . WSNY, Schenectady, New York.

Southeast radio station needs experienced time salesman—opportunity for advancement for man who will produce. Salary and commission. Write John G. Williams, P. O. Box 336, Savannah, Georgia.

Announcer salesman with sufficient ability to take over managers position within six months. Send audition tape to: Skyline Network, Box 362, Tupelo, Mississippi.

Announcers

Good announcer-copywriter . . . Must excel in both. Successful small market operation. Experienced in both preferred. Send all details including expected starting salary. Box 907G, B•T.

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 916G, B•T.

Announcer, first class license for new Alabama daytimer. Best equipment, ideal working conditions. Give complete information first letter. Box 921G, B•T.

HELP WANTED CALIFORNIA RADIO-TV STATION

VHF Network TV Station and Radio Station—Commercial operation needs help immediately in all departments, located in ideal small market on California coast. Outstanding organization, room for advancement. These newest openings were brought about by our extensive expansion. Send photo, complete details to:

Box 997G, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Negro rock and roll announcer wanted at once. Send audition tape, disc, all information about self first letter. Box 958G, B•T.

Top-flight announcer—DJ personality, experienced all phases radio wanted by Pennsylvania network affiliate. If you can deliver, bright, warm, personality-type show and come up with the audience, here's permanent position at $95 weekly with insurance, hospital, and sickness benefits plus liberal vacation plan. Only those presently employed with successful record to be considered. Beginners do not apply. Send full particulars and tape with first letter to Box 966G, B•T.

Announcer, DJ, strong air salesman, independent Washington, D. C. Profit sharing, morning. Box 967G, B•T.

Midnight to 6 a.m. Station in million midwest market needs announcer-salesman. Salary plus commission on sales. Send complete details, no tapes, Box 991G, B•T.

Announcer with first class ticket for KCHS, Truth or Consequences, New Mexico. Contact Tynes, Box 122, Albuquerque.

Wanted—good reliable experienced announcer, 250 watt ABC affiliate. Good permanent position to right man with good references. Send tape and backgrounl. KCMC-Radio, Texarkana, Tex.-Ark.

Established kilowatt daytimer needs reliable, competent salesman immediately. Contact Bob Morey, KDKD, Clinton, Missouri.

We need an adult announcer that sounds like an adult . . . fulltime indie in Hastings. Nebraska, heavy on sports . . . If you are "recent graduate of leading announcing school, can operate board" type, please don't take our time . . . will pay good, living wage, must be experienced. Must know how to really sell a commercial. Rush tape and pertinant data to: Dave Martin, KHAS, Radio, Hastings, Nebraska.

Need two good, experienced announcers. One news, one staff. Staff must be DJ personality, good at ad lib and commercials. 125,000 population market. Top money for the right man. Airmail tape and letter to Larry Getchell, KLIN Radio, Lincoln, Nebraska.

Combo man, first phone, night shift. No engineering, salary no object for right man. Send tape and resume to Fred Epstein, KSTT, Davenport, Iowa.

Immediate opening for announcer-salesman, announcer-copywriter, announcer-program director. Better than average for right man. Good Virginia job. Must be above average, for growing, independent daytimer. If interested . . if good . . you know what to do. WBCR, Box 96, Christiansburg, Virginia.

Announcer, minimum one year's experience. tape, letter, photo to WBTN, Bennington, Vermont.

Sports minded 5,000 watt independent needs experienced announcer immediately to handle all local play-by-play sports. Must have good references. Contact Greeley N. Hilton, Manager, WBUY, Lexington, N. C.

Announcer-news writer needed shortly Journalistic background desirable but experience in radio news work plus good delivery acceptable as substitute. Please send tape, resume and photograph. Permanent job for right man. Reply to L. T. Pitman, WCSH, Portland, Maine.

Immediately: Experienced announcer, 1st class ticket preferred for daytime independent. Send tape, photo, resume, salary requirement. WESO, Southbridge, Mass.

Announcer—DJ for pop, hillbilly and news with good commercial delivery. Must be dependable and permanent. Need top man. Good opportunity for advancement. Good pay to right man. Send resume and tape immediately. All tapes returned. John Garrison, WFUN, Huntsville, Alabama.

Staff announcer. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Help wanted—immediate opening for radio announcer with at least four years experience. Five day week, excellent working conditions, forty miles from New York City. Send complete resume including salary expected, plus tape and picture to WLNA, Peekskill, New York.

Immediate opening at kilowatt daytimer in eastern Pennsylvania for experienced staff announcer with possibilities for advancement to assistant manager, near future. Station is one of growing chain. 40 hour week with overtime pay talent fees. Paid vacations. Applicants must have car. Reply by phone immediately or send complete resume, tape, and photo to manager, WLSH, Lansford, Pa.

RADIO

Help Wanted—(Cont'd)

Announcers

Opening-July 15th for announcer, strong on news and commercials. Independent 500 watt. Heavy local news and music format. Possible to go to college parttime, three men have completed entire college career by working for us. Airmail training and experience record, photo and tape to Bill Baker, Program Director, WMIK, Middlesboro, Kentucky.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Wanted: Experienced announcer. Must be family man. Job permanent to right person. Send complete resume, tape and salary requirements first letter. WMLT, Dublin, Georgia.

Top calibre announcer wanted by 5000 watt CBS radio-tv affiliate in metropolitan southeastern market. Must be well experienced in all-around staff work. Good starting salary commensurate with ability. We want steady, qualified announcer. Send tape, photo, and letter to WRDW Radio, Augusta, Georgia.

Announcer with first class license for new news music station. WSHE, Sheboyan, Wisconsin.

Announcer 1st class engineer, with emphasis on announcing, excellent opportunity for advancement. Send audition tape to: Skyline Network, Box 362, Tupelo, Mississippi.

Technical

Engineer, with first class phone for 50 kw radio and/or maximum power VHF with color. Contact Box 874G, B•T.

First class chief engineer: Maintenance and improvement . . . first requirement. Mobile and stationary remote work mandatory. Air work fine but secondary. Salary above average. Box 888G, B•T.

Combo man with first class license. Permanent job with clean operation. Salary $85 to $100. Box 908G, B•T.

Chief engineer-announcer capable putting new California 500 watt directional am or air. Must be good. Box 972G, B•T.

Chief engineer—announcer for southern 250. Excellent working conditions. Present chief with us 10 years. Must know engineering and furnish best of references. Salary open. Drunks or floaters don't apply. Box 955G, B•T.

Engineer, first phone: Manage Washington, D. C., independent. Experienced only. Box 968G, B•T.

Chief engineer with directional array experience for 5 kw fulltime Houston, Texas independent. Very few hours required on board. Mostly studio and transmitter maintenance. Good starting salary, hospitalization, Christmas bonus and merit raises. Full details first letter. Box 969G, B•T.

Chief engineer-announcer for 250 watt daytime. Must be strong on announcing. $85 for 48 hours to start. Rush picture, tape and details. Box 984G, B•T.

Chief engineer, prefer man who can also announce, permanent position, KGHF, Pueblo, Colorado.

Wanted engineer with 1st class FCC license. Ability to sell or announce helpful but no essential. Above average pay. KVWO Radio. Daytime Network. William T. Kemp, Box 926, Cheyenne, Wonderful, Wyoming.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

First class engineer-announcer capable of maintenance. Can be local newsman if qualified. Contact Manager, WDLC, Port Jervis, New York. Phone: 3-2293.

1st class **ticket.** Announcing chores optional. Beautiful area, good place for home and family. Need immediately. Call or send resume with salary requirement. WESO, Southbridge, Mass.

Immediate opening 1st phone engineers. Contact Frank Laughlin, WGEM-AM-FM-TV, Channel 10, NBC-ABC, Quincy, Illinois.

RADIO

Help Wanted—(Cont'd)

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WGTM, Wilson, N. C.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

Program director-announcer with good voice and realistic programming ability. Must be creative and able to develope programming with sell appeal . . . based on news, music and local public service. Send complete details. This is a small market operation that's successful. Tell us what you'll work for. Box 906G, B•T.

Gal Friday. Practical woman broadcaster to handle continuity and do some air work. 1 kw daytimer in small market. Box 909G, B•T.

Wanted: Combo program director and sports announcer. Fulltime station in midwest extremely heavy sports sked. Must know programming and be good at play-by-play, all sports normally carried by high school, plus heavy baseball. Send all tapes and info to Box 936G, B•T.

Stringers wanted. Europe, Far East, Middle East, South America. Apply Box 985G, B•T.

Newsman: Fulltime to gather, edit, and air newscasts. Also adlib remote news. Above average starting salary, with advancement. Bob Jenkins, Station Manager, KGFW, Kearney.

Situations Wanted

Managerial

Manager, salesman, chief engineer. Well versed all phases. Available immediately. Best references. Box 854G, B•T.

Manager—strong on sales, good programming, efficient operation. Mature man of long experience. Good character and references. Prefer salary and percentage. Box 927G, B•T.

Sales manager . . . good sales position—radio-television experienced. Excellent record. References from present employer. Self betterment change. Available immediately. Box 941G, B•T.

Experienced, mature manager can improve your profit and business situation. Many proven saleable ideas. Hard worker. Mature family man. Box 947G, B•T.

Combination-manager, sales, program, copy, announce—small market. Married. 35. Experienced—employed—permanence desire. Sober. Box 948G, B•T.

Attention! Large stations, network-indies, station reps. Thirty years agency, radio sales work. Experienced all phases radio sales, merchandising. Agency, national account contacts. Good health. Will move. Presently employed. Desire greater potential. Outstanding references. Box 974G, B•T.

Salesmen

Salesman, announcer-salesman, ten years sales experience, two year radio, college, married, family. Prefer south. Permanent connection. Box 940G, B•T.

Announcers

Sales manager, 38, strong on radio and tv sales, production and promotion, wants job with future. Salary plus incentive. Veteran, family stable. Resume and references. Box 933G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

First phone, combo. Announce, DJ, news maintenance. Now working midwest station, wish to relocate northeast or Florida. Box 949G, B•T.

Hold it!—need a versatile deejay, personality, staff? I love work! Have broad pop music, artist knowledge. Know board, good adlib, smooth commercial delivery. (Highly trained Cambridge grad.) Box 951G, B•T.

Top morning man—deejay—employed—wishes to relocate. Veteran—family. Box 959G, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 962G, B•T.

Stop here—young man, low on experience, high on ability. Looking for right position. Try me. Box 963G, B•T.

Look—young man knocking at the door of radio. Will be an asset to any radio station and will easily be made into a personality disc jockey. Box 964G, B•T.

Experienced announcer. Mature, reliable. Strong on news, commercials. Discontinuation tv on 5000 watt am-fm station forces change. Seeking good market, northeast area. Box 971G, B•T.

Announcing school grad. presently employed in Dixie, seeks position as a staff announcer in a station in N. Y., N. J., Conn., or Penna. (anywhere in northeast). DJ, board, write Box 977G, B•T.

Top announcer on 5 kw, CBS station desires to relocate. Prefer deep south but all offers will be considered. Some experience in tv. Box 979G, B•T.

Announcer, negro, here's a rocking show, light experience, tape available. Box 980G, B•T.

Experienced staff announcer, two years, desires to relocate to permanent position, strong news, music, commercial selling, married, dependable, good references, third ticket. Box 981G, B•T.

Experienced announcer, versatile DJ, smooth commercial delivery. Immediately available. Tape. Box 982G, B•T.

Commercial DJ, staff, some experience, strong in news, sports, board, excellent references, tape, will travel. Box 983G, B•T.

Announcer-DJ. Young, single, vet., light on experience. Desire permanent move. Heavy on music. State salary. Tape resume available. Box 986G, B•T.

Negro announcer, disc jockey, college, radio school, continuity writer, light experience in metropolitan area. Will travel. Box 987G, B•T.

Outstanding sports announcer, excellent play-by-play baseball, basketball, football. No further advancement possible with present station. Good sports and special events interviews. Employer will give reference. Box 988G, B•T.

Recent graduate Midwestern Broadcasting School. Age 24, single, veteran. Interested in all phases of radio. Experience, not wages, prime factor. Box 989G, B•T.

Recent graduate Midwestern Broadcasting School. Age 25, single, veteran. Graduate University of Illinois. Tape sent on request. Box 990G, B•T.

24, single, SRT graduate. 1 year experience. Strong on news, DJ and selling commercials. Write original copy, shows. Also guitarist—folksinger. Tape, resume, photo available. Box 992G, B•T.

Young announcer—currently working midwest station. Strong DJ, news. Prefer N. E. $70-75. Box 993G, B•T.

Reliable, vigorous staff announcer. 13 months experience. 3rd class ticket. Box 998G B•T.

(Continued on next page)

WDSU *Radio* is looking for experienced record personalities interested in *good* radio operation. Offering top salaries in South for brisk, bright, friendly personalities—No Comedians! Send tape, photo, background data to

Hal Fredericks, WDSU *Radio*
520 Royal Street, New Orleans 16, La.

RADIO

Situations Wanted—(Cont'd)

Announcers

Well-trained announcer. Strong on commercials. Prefer midwest. Tape and resume on request. Burt Burdeen, 712 Waveland, Chicago.

Tape talks. Will send audition tape upon your request. Recent radio-tv graduate at large university. Vet. AFRS (Korea). Experienced in news, sports, DJ, spot writing at university station. Know RCA, Gates, WE boards. Will locate anywhere. Prefer west of Rockies. Write, wire or phone collect. Sam H. Levinson, 3800 Cascadia Avenue, Seattle 18, Washington.

Staff and sports announcer. 20 months experience. Strong on news, commercials, music and play-by-play. Control board. Third ticket. Write: Glenn Martin, 1506 North Market Street, Frederick, Maryland.

Colored female, personality show, announcing, women's director. Broadcast school graduate. Z. Palmer, 7948 S. Wabash, Chicago, Illinois.

Announcer, 3 years DJ, commercials, sports. Any location available immediately. Barry Pfeffer, 1973 Daly Ave., Bx, New York.

Announcer: 6 months staff experience, includes play-by-play, single, vet, 24, reliable, no desire to float: Contact Frank Smith, Shelter Island, New York. Phone 9-0162M.

Technical

Announcer-engineer. First phone. Experienced. Versatile. Capable of chief engineer or program director. Mature and dependable. Box 946G, B•T.

Engineer, first phone, 4 year am, 5 months uhf-tv. Experience as chief 1 kw am. Some announcing. Present position temporary. Desire permanent position near home on Florida west coast. Box 973G, B•T.

First phone engineers available immediately. Grantham School of Electronics, 821 19th Street, N. W., Washington, D. C.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced program director . . . eleven years radio, four years PD. Desires change from metropolitan east coast station to southern California. Box 970G, B•T.

TELEVISION

Help Wanted

Managerial

Successful vhf television station in non-competitive market of smaller size in far west has immediate opening for aggressive local sales manager. Salary commensurate with ability to produce. Our previous managers have all been promoted. Must have all details and proof of ability in first letter. Box 965G, B•T.

Executive and staff positions. Expanding multiple ownership group operating radio and television stations in major and secondary markets interested in reviewing applications immediately for all executive and staff positions. Box 995G, B•T.

Salesmen

Tv time salesman wanted: Must be experienced in tv or radio time selling. With fastest growing station in major western market. Liberal draw against commission. Box 996G, B•T.

Television salesman. ABC affiliate—vhf—good market—desire minimum 3 years in radio or television. Good weekly guarantee—excellent commission arrangement. Send resume, full details, first letter, to Robert C. Miller, Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Announcers

Announcers needed for new southeast vhf television station. Please send tape, photo and information. Write Box 956G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Assistant chief engineer in charge of television wanted by major southwestern vhf, prior experience DuMont equipment a requisite. Reply Box 923G, B•T.

Transmitter operator experienced in operation, maintenance, and trouble-shooting on RCA TT-10AL transmitter located near the coast at Corpus Christi, Texas. Apply Chief Engineer, KRIS-TV.

California VHF network small market tv stations need qualified experienced tv-radio engineers with first class tickets—operation and maintenance due to expansion program. Prefer versatile men who like smaller towns and stations. Include photo and complete resume of all experience, education and training. Also complete list of references first letter. Address Bill Hargan, Chief Engineer, KSBW-TV, P. O. 1651, Salinas, California.

Engineer for position of assistant chief with progressive 100 kw vhf. Must be capable of performing all operational and maintenance duties. Contact Chief Engineer. WJBF-TV, Atlanta, Ga.

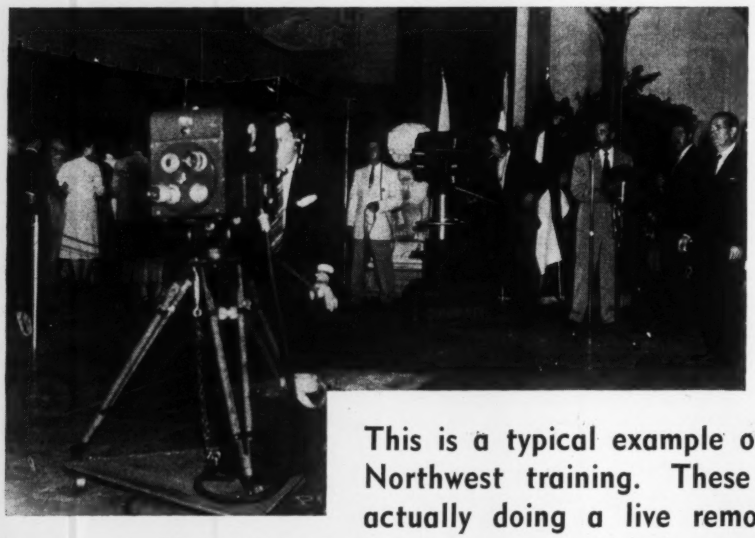
Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Key midwest vhf tv station wants outstanding producer-director. Must be experienced, creative and imaginative. Salary commensurate with ability. Must have at least two years experience. Want a man anxious to try new ideas and new approaches to production. Photo and detailed background necessary. Box 920G, B•T.

EXAMPLE—PRACTICAL TV TRAINING



NRTS STUDENTS DO REMOTE FROM MOVIE PREMIERE IN HOLLYWOOD

Coming soon—"nothing but the facts". Watch for it, here.

This is a typical example of the practicality of ALL Northwest training. These Hollywood students are actually doing a live remote from a recent movie premiere. *All* Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel, Employment Counselor.

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Producer—**medium** market operation, southwest, excellent opportunity for man who can organize small staff. Network affiliate. Box 960G, B•T.

Experienced director for midwest net affiliate. Medium-sized market. Should know RCA switcher. Rush details to Box 975G, B•T.

Commercial continuity writer for Michigan full power vhf. Rush resume to Box 994G, B•T.

Traffic manager, vhf station, NBC-ABC—Michigan's second market. Male or female, above average salary, excellent working conditions and benefits. Contact John J. Keenan, WNEM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Salesmanship, showmanship, profit. Veteran of 12 years radio-tv sales, production, seeking permanent connection as tv station manager or assistant manager. Know-how, energy, enthusiasm means a shirt-sleeves leader who gets things done. Now employed in executive capacity vhf top 50 markets. Box 943G, B•T.

Technical

Looking for C.E. who has spent past three years observing economical operation and produce, provide full authority given? Can you pay minimum $125.00 for nine years maintenance, operation and supervision? Available after proper notice present employer. Box 953G, B•T.

Programming-Production, Others

Director-producer, 11 years' experience with major tv network as director, producer, cameraman, local film news and remotes. Knowledge of switching and producing commercials, live or film. Excellent references. Box 942G, B•T.

Producer and tv director—4 years experience. Creative, conscientious. Best references. Employed northwest station. Seeking greater opportunity. 31. College graduate. Resume return mail. Personal interview acceptable. Box 957G, B•T.

FOR SALE

Stations

Well-established fm station with good background music contract located on West Coast. Expansion imperative but owner lacks capital. Box 898G, B•T.

Owner of CP for new am station cannot give personal attention to it because of health. Will transfer CP and materials on hand for $5,300. New tower (not erected), good used transmitter, frequency monitor, microphones, transcription library, and record library. Necessary that interested parties act immediately. Wonderful opportunity. Box 950G, B•T.

Diversified and growing secondary market station in mid-south. Above average physical plant. Past, but not present, history of earnings, $100,000 price category. Substantial cash required. Paul H. Chapman Co., 84 Peachtree, Atlanta.

California, $42,000, 29% down, isolated, single station, full; Mountain, 1kw day, annual gross, terms; Mountain 5kw annual gross, full, terms; Midwest, $60,000. $18,000 down, below annual gross, single; Midwest, $60,000. $15,000 down, annual gross, single; Southeast, $150,000. Colored, annual gross terms; Midwest 10kw, day, $225,000, 40% down; Midwest CP, plus equipment paid for, $22,000. List with Norman Company, Box 534, Davenport. Iowa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

East Coast 250w fulltimer—independent combo operation in owned building. Gross 1955. $63,000. Asking $63,000, $21,000 down, $5,000 in receivables. See John Hanly.

Eastern 2 station team—show good net—grossing about $135,000, asking $150,000 with 29% down. Both communities about 10,000 pop. with active business and industry. See John Hanly.

Eastern 250w fulltimer grossing $125,000—asking $150,000 with $50,000 down. See John Hanly.

FOR SALE

Stations

Midwestern 250w fulltimer in larger market grossing about $65,000—asking $75,000. Buyer assumes $22,000—balance mostly cash. See John Hanly.

Eastern state 1kw daytime indie. Studio and transmitter on 4½ acres of company owned land. Billing $4,500 per month. Operating cost about $3,000 per month. Operating in black for past five years. Asking $60,000—all cash. See John Hanly.

Information on many other excellent properties, from Maine to Florida, is available for inspection by qualified buyers. Complete and confidential service offered to owners and operators. Just write—John Hanly, Jack L. Stoll & Assoc., Colony Building, 1737 De Sales Street, N. W., Washington, D. C.

Equipment

485 ft. self-supporting heavy duty tower, lighting equipment and WE cloverleaf antenna. 3.55 power gain. Sell complete or separate. Box 937G, B•T.

1kw composite transmitter, replaced May 12th, 1956. Best offer, KOLO, Reno.

RCA BTA 250L transmitter in excellent condition. Spare tubes. All reasonable offers considered. Contact Harry McAdams, KWEW, Hobbs, New Mexico.

Stancil Hoffman minitape—new battery, new motor and battery charger, almost like new—best offer. WADK, Newport, R. I.

250 watt, Western Electric am transmitter. Excellent condition. Increasing power and will sell for $1,000, F.O.B. station. W. R. Guest, Jr., WPMP, Pascagoula, Mississippi.

Used television equipment. Federal microwave STL—2000mgs. Dual incoscope film chain—DuMont, with six usable camera tubes. Two Holmes 16mm film projectors-TV 16. Many spare projector parts included. Contact M. M. Burleson, WTTG, Washington, D. C.

Commercial crystals: And new or replacement broadcast crystals for Bliley, Western Electric, RCA holders. Conelrad frequencies. Crystal regrinding etc. Reasonable prices, fastest service—also station am monitor service. Over 20 years in the business! Eidson Electronic Company, Temple, Texas.

Tower—300 foot, Blaw Knox H-40, self supporter, errected two years. Tower Repair & Maintenance Service, Route #2. Box No. 270B, Menomonee Falls, Wisconsin. Phone 2941.

WANTED TO BUY

Stations

Will buy station or CP down in Georgia or north Florida. Give complete information which will be treated confidentially. Box 885G, B•T.

Exclusive brokerage service. Permanent offices in Texas and Oklahoma. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

WANTED TO BUY

Stations

All accounts services by the broker personally. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Licensed in every state served. Texas, Oklahoma, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Broker, 1443 South Trenton, Tulsa. CHerry 2-3944.

Equipment

Wanted to buy: 2 used 16mm television film projectors, RCA or Eastman. Must be in top condition. Contact Bill Hargan, Chief Engineer, KSBW-TV, P. O. 1651, Salinas, California.

Rek-O-Kut B-16H turntable with console cabinet. William Kirk, 1197 Stout Street, Denver 4, Colorado.

Tower, 270 feet. Modulation frequency monitors. Console. Box 606, Showlow, Arizona.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. **Start immediately Guarantee coaching. Northwest Radio & Televi**sion School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

CALIFORNIA CALLING YOU? If you're a hard-hitting salesman with successful direct sales experience and want to associate with a top, independent, Southern California radio station in a major market, write complete resume in confidence.

Box 928G, B•T.

BIG FUTURE IN AUSTRALIA

for a First-class Announcer and Disc Jockey with the capacity to grasp a front-rank career in an expanding country. We are looking for a man with top-flight American experience and a proved capacity to SELL, preferably with his own shows; a man who can hold a nation-wide audience now and develop with us in television. (Television starts in Australia late this year). Applicants must be prepared to live in Australia for at least two years. Travelling expenses to Australia will be paid. Attractive salary and bonus. Box 859G, B•T.

NOEMAC Seeking

Top Disc Jockeys

Noemac disc jockeys, in Dallas, Milwaukee, San Antonio, El Paso, Atlanta, Monroe and New Orleans, have been and are being promoted to key executive positions. If you're a *top* disc jockey with a fine voice, a "different" style or gimmicks, and want to find a future with America's largest group of independent radio stations, send audition tape to:

Gordon McLendon
2104 Jackson St.
Dallas, Texas

RADIO

Help Wanted—(Cont'd)

Announcers

ARE YOU THIS MAN?

The man we are looking for is currently the Sales Manager or Assistant Manager of a small radio station. He's now looking to take over the number one spot in a small Midwest community. He's married, full of ideas, energetic and very sales minded. He'd be happy working with owners who know radio thoroughly and who want to build a management team for several radio properties. He works well with people and has a warm and friendly "small town" personality. If you are this man tell us about yourself, your experience, salary and references. Let's have the facts with as little fantasy as possible.

Box 916G, B•T

DISC-JOCKEYS LOUISIANA

Performers with a Capital P

We need men who can keep a top rating—Employ gimmicks—Inject personality—Produce an entertaining show—and Sound alive on the air. You will be with a sharp music and news operation. Send tape, photo and brief history to Box 534, Shreveport, Louisiana.

CAN YOU QUALIFY?

Aggressive 10 Kilowatt full time radio dropping network for independent format. Adding to staff which makes great opportunity for personalities who can deliver as a DJ not just an announcer.

Tell us all about yourself including experience, age, money, marital status with a complete audition tape that samples Dee Jaying—News—Commercials. Write Jim O'Neill, P. O. Box 1402, Wichita, Kansas.

Auditions being held for top notch all around staff announcer. Excellent opportunity with leading aggressive CBS station in Palm Springs, California. Experience in console operation and quality commercial delivery a necessity. Apply in person for audition in Palm Springs, La Fonda Hotel Sunday, July 8, starting at 2 P.M.

Technical

WANTED

Chief Engineer

Directional Antenna Experience New Station * Top Job For Right Man Send Complete Resume and picture * WBRB Inc. P. O. Box 91 Mt. Clemens, Mich.

RADIO

Situations Wanted

Announcers

"ANNOUNCER" FOR HIRE

Top man, with excellent selling voice and know how—available to give your station "another voice" at fraction of cost of regular employee—no social security, no "paid vacations", never gets sick.

He is your tape voice for commercials. Get new accounts with this new voice. Different voices available for competitive accounts. Inexpensive service for local stations. Minimum cost is monthly order for 12 spots at $2 each, plus $2 handling and mailing charge. E. L. Roskelley, Producer, Irving (Dallas), Texas.

TELEVISION

Help Wanted

Technical

KERO-TV
1420 Truxtun Avenue
Bakersfield, California

STUDIO SUPERVISOR

Need engineer capable assuming duties studio supervisor—strong maintenance background RCA equipment. Permanent position agressive VHF STN. Provide resume training, experience references, availability to Director Engineering.

California Opportunity

- Studio Technical Supervisor
- Studio Technician

Wire immediately

KVIP Redding, Calif.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

FOR THE RECORD

(Continues from page 102)

WAZL-FM Hazleton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KGW-TV Portland, Ore.—Seeks mod. of cp for extension of completion date.

WTVQ (TV) Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.

WKJF-TV Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.

WACA-TV Camden, S. C.—Seeks mod. of cp for extension of completion date.

KNUZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date.

WOOK-TV Washington, D. C.—Seeks mod. of cp for extention of completion date.

KEPR-TV Pasco, Wash.—Seeks mod. of cp for extension of completion date.

KIMA-TV Yakima, Wash.—Seeks mod. of cp for extension of completion date.

License to Cover Cp

WAGA-FM Atlanta, Ga.—Seeks license to cover cp which authorized changes in licensed station.

KDKA-FM Pittsburgh, Pa.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of Licenses

KGAS Carthage, Tex.; KMCO Conroe, Tex.; KXOL Fort Worth, Tex.; KVKM Monahans, Tex.; WWHI (FM) Muncie, Ind.

Renewal of Licenses Returned

KTXJ Jasper, Tex. (Signed by Gen. Mgr.); **KRCC (FM) Colorado Springs, Colo.** (Improperly filed.)

June 26 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 22

WGBB Freeport, N. Y.—Granted authority to operate trans. by remote control from 44 S. Grove St.

KHUM Eureka, Calif.—Granted license covering change of facilities, installation of DA-N and change trans. location.

WPNX Columbus, Ga.—Granted license to cover cp which authorized P-A-N and charge trans. and studio locations.

WSTL Eminence, Ky.—Granted license for am station.

KHIL Fort Lupton, Colo.—Granted license for am station.

WRLD Lanett, Ala.—Granted license to cover cp to replace expired cp which authorized changes in ant. system.

WFBF Fernandina Beach, Fla.—Granted license

SERVICES

ANNOUNCEMENT

Laurence News Features proudly announces three of America's top news and music stations are the latest outlets to engage our corps of foreign correspondents.

KSEK—Pittsburg, Kansas
KVMA—Magnolia, Ark.
WHBI—Newark, N. J.

These enterprising stations will begin broadcasting exclusive air-expressed tape reports and interviews from the news-capitols of the world by their own foreign correspondents Sept. 1. All broadcasts are personalized with station call letters and sponsor ID's . . . for full information and audition tape, produced especially for your station, write.

Laurence News Features, Inc.
Washington Bureau
Burlington Hotel
Washington, D. C.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

covering increase in power and to operate trans. by remote control from 2nd and Atlantic Sts.

KEOK Fort Dodge, Iowa—Granted license for am station.

Actions of June 21

WNES-FM Central City, Ky.—Granted license for fm station.

KSD-TV St. Louis, Mo.—Granted cp to change trans. location and make ant. and other minor equipment changes.

WBSE-FM Hillsdale, Mich.—Granted mod. of cp to change ERP from 1 kw to 740 w.

Following were granted extensions of completion dates as shown: **KLIX-TV Twin Falls, Idaho,** to 1-15-57; **WWLP (TV) Springfield, Mass.,** to 10-1-56; **KILT El Paso, Tex.,** to 1-1-57.

Actions of June 20

WMCD Welch, W. Va.—Granted license covering increase in power.

Actions of June 19

WNES Central City, Ky.—Granted license covering erection of new am tower and side mount proposed fm ant. near top.

WJHP-TV Jacksonville, Fla.—Granted license for tv station and to specify trans. location as 4038 Phillips Hwy., near Jacksonville.

WBEN-TV Buffalo, N. Y.—Granted license covering changes in facilities.

Following were granted extensions of completion dates as shown: **WKNB-TV New Britain, Conn.,** to 1-15-57; **WBLU Salem, Va.,** to 9-1-56; **WPRT Prestonsburg, Ky.,** to 9-20-56; **KOEL Oelwein, Iowa,** to 8-31-56; **WGRF Aguadilla, P. R.,** to 9-12-56.

Actions of June 18

KTTS-FM Springfield, Mo.—Granted license for changes in licensed station.

WABT Birmingham, Ala.—Granted license covering changes in facilities of existing station.

WFMY-TV Greensboro, N. C.—Granted license to cover cp which authorized changes in facilities of existing tv and to specify description of studio and trans. location as Phillips Ave. at White (not a move).

WVEC-TV Hampton, Va.—Granted extension of completion date to 1-4-57.

June 26 Applications

Accepted for Filing
License to Cover Cp

KCCT-FM Corpus Christi, Tex.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp

KVAN-TV Vancouver, Wash.—Seeks mod. of cp for extension of completion date.

WLTV (TV) Wheeling, W. Va.—Seeks mod. of cp for extension of completion date.

Renewal of Licenses

KSTB Breckenridge, Tex.; KBEN Carrizo Springs, Tex.; KERC Eastland, Tex. WVSH (FM) Huntington, Ind.

Remote Control

WGBB Freeport, N. Y.; WQXF Oxford, N. C.

June 27 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

WLOX Biloxi, Miss.—Granted petition for extension of time to and including August 1 to file exceptions to initial decision in ch. 13 proceeding, Biloxi. Action June 26.

Broadcast Bureau—Granted petition for extension of time to and including June 29 to file comments to petition to enlarge issues filed by Huntington-Montauk Bcstg. Co., Deer Park, L. I., N. Y., in am proceeding re its application. Action June 26.

By Chief Hearing Examiner James D. Cunningham

WPGA West Point, Ga.—Ordered that hearing will be held Sept. 10 re application for mod. of cp. Action June 21.

Florida West Coast Broadcasters Inc., St. Petersburg, Fla.—Granted petition for intervention in proceeding re am applications of Polly B. Hughes, Tampa, Fla., and Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla.; petitioner is made party to proceeding in capacity of intervenor. Action June 21.

Willimantic, Conn.—On chief hearing examiner's own motion, ordered that oral argument on petition of **Robert A. Mensel,** Willimantic, to accept appearance filed late in proceeding re its am application, et al., will be held on June 25, at 9:30 a.m. Action June 22.

KTBB Tyler, Tex.—Granted motion for postponement from June 25 to July 2 when exhibits shall be exchanged among parties in proceeding re its am application.

WCOC-TV Pachuta, Miss.—By memorandum opinion and order denied June 18 "Petition For Leave To File Supplement To Opposition To Petition To Enlarge The Issues" in ch. 7 proceeding Pachuta-Laurel. Action June 25.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—Upon oral request of **WHNC-TV New Haven, Conn.,** and with consent of other parties in proceeding re applications for mod. of cp of station WKNB-TV and for transfer of control from Julian Gross, et al., to NBC, continued prehearing conference, scheduled for June 22 indefinitely and to date to be fixed by subsequent order. Action June 21.

By Hearing Examiner Herbert Sharfman

WEXL Royal Oak, Mich.—Upon oral request of counsel for station WEXL and with consent of counsel for applicants Paul A. Brandt, West Branch, Mich. and Livingston Bcstg. Co., Howell, Mich., ordered that prehearing conference scheduled for July 6 is continued to July 18 at 2:00 p.m. Action June 26.

KAKJ (TV) Reno, Nev.—On hearing examiner's own motion, ordered that hearing date in the matter of revocation of television cp of KAKJ (TV) is continued from July 13 to July 23. Action June 26.

By Hearing Examiner Basil P. Cooper

News On The Air Inc., Port Clinton, Ohio—Granted June 20 pleading requesting that date presently specified for exchange of certain exhibits be changed from June 21 to July 30, and date for further prehearing conference is changed from July 9 to Sept. 20. Action June 21.

Fresno, Calif.—Pursuant to agreement reached at June 6 evidentiary hearing, ordered that revised Exhibit 1 and affidavit clarifying certain testimony submitted on behalf of applicant, B. L. Golden, Fresno, are received in evidence and record is closed. Action June 22.

By Hearing Examiner Hugh B. Hutchison

Entiat, Wash.—Granted motion filed June 18 by counsel for Commission for extension of time to and including June 21 to file proposed findings of fact and conclusions in matter of cease and desist order to be directed against EAO-TV Co., Entiat. Action June 21.

By Hearing Examiners Hugh B. Hutchison and Jay A. Kyle

Niles, Mich.—Pursuant to prehearing conference held June 13 with counsel in proceeding re am applications of Voice of Berrien County, Niles, and Lake Broadcasters, St. Joseph, Mich., ordered that exchange of exhibits will be accomplished not later than Sept. 5, and that hearing is continued from July 16 to Sept. 10. Action June 22.

By Hearing Examiner H. Gifford Irion

KIVA Yuma, Ariz.—Denied petition for indefinite continuance of hearing scheduled to commence on June 25 in ch. 13 proceeding, Yuma.

UPCOMING

JULY

July 10: TvB overall advertiser-agency tv presentation, Coconut Grove, Hollywood.

July 12: TvB presentation, Gold Room, Fairmont Hotel, San Francisco.

AUGUST

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

SEPTEMBER

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 29-30: Second annual RAB Nat'l. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

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editorials

Is It A Crime To Be Honest?

TEN Philadephia radio stations are under federal indictment for agreeing to adhere to sound business practices.

If that sounds screwy, don't blame us. Blame the Sherman Antitrust Act.

The stations, all members of the Philadelphia Radio and Television Broadcasters Assn., were indicted for allegedly agreeing not to deviate from their published rate cards.

The government cannot object, of course, to any station's unilateral decision to stick by its published prices. But a joint agreement among several stations to do so is a violation of the law—even though stations individually set their own rates. Or at least that is the contention of the U. S. attorney general.

In Philadelphia we have a good example of how well-meaning businessmen can be ambushed by legal technicalities while en route to a perfectly lawful objective.

Like good radio broadcasters everywhere, the Philadelphians were trying to sell advertising as though it were a desirable commodity, not distress merchandise to be unloaded at panic prices. The mistake of the Philadelphia stations—if indeed they made one—was to present a united front in defense of their rate cards.

It is altogether probable that some advertisers may seek to use the Philadelphia indictment as an argument against the maintenance of rates. If so, we fervently hope that broadcasters will not be misled.

The grand jury's indictment in no way pertains to the practice of dealing openly and honestly and at card rates. It was aimed solely at the alleged agreement among several broadcasters.

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The "Seventh" Report & Order

THE least that can be said for the FCC's tv allocations "report and order" of last week is that the Commission did the best it could with what it thought it had. The most: that it is a first, if somewhat hesitant, step in attempting to meet the critically dangerous "economy of scarcity" issue in television allocations.

What the FCC majority has done will be damned or praised, depending upon how applicants and competitors are affected. Those are normal reflexes. Anyone adversely affected will regard the FCC's action as cruel and inhuman. The FCC, however, will argue that it must look at the public and what will do the greatest good for the greatest number.

The FCC has Congress breathing down its neck. No action could have produced an effort by Congress itself to try its inexpert hand at allocating. That much may have been averted.

There are many aspects of the FCC's overall action that appear strange indeed. For example, the open invitation to other non-broadcast services to come in and bid for vhf spectrum space. And the proposed assignment of two vhf's to non-commercial educational where they will do the least good for the smallest number, if they're ever used at all. Or the incongruity of pulling a couple of vhf assignments out of the table of allocations with no apparent places to go.

But what the majority did was the minimum step it felt it could take in applying "uniform criteria" to all areas. It seems to have missed here too. It should be remembered, however, that nothing yet is final; that this is *proposed* rule-making. Those "comments" the FCC requests will practically inundate its staff, we predict.

The long-range project looking toward a Utopian all-uhf tv world, is wishful at this writing. It probably won't be acted upon by any member of this Commission. It is years away. In the interim it is to be hoped that scientific genius will come up with developments that will make this all-uhf program feasible.

There's the other side of the coin. The short range "interim" action, which could bring 13 cases of deintermixture, has to commend it the recognition that separations and standards will be maintained, avoiding indiscriminate drop-ins that could demoralize existing service. Of equal significance is the recognition that there must be uhf if the scarcity enigma and all the evils it portends are to be dispelled. That should trump the hands of those who espouse public-utility rate regulation, including Sen. John W. Bricker (R-Ohio).

We question whether all or even most of the proposed changes in this initial batch of deintermixtures will occur. All parties will get their day in court. Nearly all the cases came by split votes. A swing of a vote might be sufficient to change the picture. And a new commissioner (T. A. M. Craven who succeeds E. M. Webster) will be in on them.

Last week's action was an about-face for the majority which acted last Nov. 10 for "one-shot" rule-making, now superseded. Comrs. Hyde and Bartley held out then, but for somewhat different reasons. A couple of weeks ago the sentiment was for wholesale drop-ins, with uhf all but abandoned. The new action, whatever the evident short-comings, rejects down-grading and recognizes uhf in tv's future. This is a combination of the original thinking of Mr. Hyde combined with the crash program for uhf espoused by Chairman McConnaughey.

The FCC majority tried to look at the whole broad picture. Some people are hurt; others helped. These are penalties of all risk businesses, and broadcasting is peculiarly sensitive because the most precious asset—the license—is subject to omissions and commissions of government.

Two Communicators

THE "engineering guard" on the FCC changes this week. Comr. E. M. Webster ends his distinguished nine-year tenure as a member of that agency. He turns over mythical command as watchdog of the megacycles and the kilowatts to his old friend and colleague, T. A. M. Craven, who moves in where he left off 12 years ago.

Comr. Webster retires from the FCC at 67, but it's our guess he won't retire as an active, vibrant personality in communications. He tried to retire several times from the Coast Guard but was called back to active duty, winding up as a commodore, whereupon he promptly became a private communicator, and then accepted a call back to the FCC.

Comr. Craven, at 63, is young for his years. He served his country as a naval officer, and has been in on allocations since his junior lieutenant days in the 20's. He will fit in admirably on those specialized assignments handled by his predecessor.

Comr. Webster is an expert in international communications. He is highly respected by foreign communications administrations. He is a diplomat-engineer. In his "quasi-retirement" we are certain he will have opportunities to serve his government again and again on special missions in the sensitive and important field of international communications.

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